



Coach Approach Ministries Podcast

Episode 98: Getting Clients Without Building an Email List

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[Intro Music]

Brian Miller: I'm Brian Miller, strategic director for Coach Approach Ministries, CAM for short, and I'm joined today by the president of Coach Approach Ministries, Mr. Chad Hall. How are you doing today, Chad?

Chad Hall: Buenos dias, Brian.

Brian: Oh my goodness, multilingual, unbelievable. I need to go update the iTunes right now.

Chad: Probably not, I think you've blown the depths of my Spanish ability.

Brian: I will not even try. My daughter is fluent so she will be, what's a great word, abhorrent? No, horrified by any poor Spanish on my part.

Cha: My daughter is not fluent, but she stills rolls her eyes when I speak any Spanish.

Brian: That's always good. Today's podcast, I'm excited about this one. It's an interesting topic. is about how to get clients without building an email list. Haven't we heard for years that you've got to build an email list, and you need to start now?

Chad: I think we've heard it, probably, from our own voices.

Brian: Well, that's authoritative for sure right there, and it is important. I don't think we're saying it's not important to have an email list. I don't know that you have to at all to have clients. We've had an argument for some time. I don't know about an argument, but you have to have a website. You have to have an email list is the next step after you have to have a website. We also know that if you want to be full-time in coaching, I'm not sure you're going to get there quick by building an email list.

Chad: I think if you want to be full-time in coaching the only thing you have to have would be clients. The question is, what's the strategy that's going to work best for you to have the clients you want, and clients you're best equipped to serve, and so building an email list, and attracting people onto that list, and then offering coaching to the people on that list. That is a strategy. It works, but it works like growing pine trees for harvest. You're not going to harvest any of them the first year. It's a long-term strategy. No, you're not going to wait years to get clients on an email list, but it is more of a long-term, slow growth toward having a full list of clients. You can do both. You can have an email strategy long-

term, but what we're going to talk about today is what else you can do in addition to the email strategy.

Brian: I think when you say that it reminds me of something Mel Ming said in episode 92. He was talking about the biggest problem people get into this consulting-coaching hybrid is they want to be the expert. They just want people to listen to them at all levels. If we're not careful, this idea of building an email list isn't to get clients. It's to establish our self as an authority so that people can be impressed by how smart we are. I'm sure that's part of it. We've got to be careful of getting our self into that position.

Chad: If your desire to have a big email list is to feel better about yourself, that's probably not very strategic.

Brian: Most people do everything to feel better about themselves so it's something you need to have some awareness of. I think what you're getting at is this first shift, we're going to go through four shifts on how to get clients without building an email list. I wrote down shift from whoever clicks on Google to connections to local and regional connections. We've found this to be true as we talk about marketing is to narrow, narrow, narrow, and when you're building an email list, I think the thought is whoever I can get to sign up, and there's eight billion people in the world, so surely this is the easiest way to do it.

Chad: It certainly is a way to do it. It's Amazon's long tail idea which is a book doesn't have to be a bestseller that everybody wants. It just has to be a book that one percent of one percent wants because you're in front of at least four of the eight billion people in the world. I'm not going to do the math very quickly. I'm not a savant. That's a lot of people, whereas the shift away from some kind of online email strategy says okay instead I'm going to focus on people who are in proximity to where I am and that gives a different way of focusing your efforts. It's less toward demographic and more toward geographic.

Brian: More local and regional connections, what would that look like? Can you give us some examples of that, Chad?

Chad: If we contrast it or compare it with email marketing... There's still a demographic. You still have a coaching niche, but when you think instead of I want people to click on a Google ad, or to Google my name, or click on an offer I have, the shift to more of a local or regional idea is who can I get in front of? Who can I either get to know to get to know who they know? You just get more comfortable with okay I am going to do business where I coach people who are right here in my area, and that might actually help you define your niche because if you're in Kansas city, and you want to coach people who want to get into surfing, you're probably not going to do it locally and regionally. I don't know what the surf culture is like in Kansas City, but I imagine it's kind of thin. You're going to define your niche based on the population you want to serve. If you're not going to take an email strategy, you're going to serve a more local and regional population. Some people just have to get comfortable with that. They've heard us talk for so many years about coaching people from all over the world, and distance is dead, and blah blah blah. Well, not if you're going to use email. The distance isn't dead. The distance is very much alive, so you have to adapt to doing the things that are necessary to get to know the people who are locally and regionally around you.

Brian: You can create an email list for the people who are locally and regionally around you. You don't have to have an email list. I think maybe the big shift is from thinking how can I get someone to click on something and maybe get a free download, as opposed to who do I know in a local or regional

connection or a Christian organization? So, sometimes that means churches. Sometimes that means local business people. I now go to the YMCA. You go work out. Sometimes we run into people. Those kinds of connections. I really like what you said maybe you don't know the niche in your area until you start getting in front of people and see what's resonating

Chad: It's good to know the people in your area. One way I think about this, Brian, is people, they didn't sell coaching because coaching is a relatively new thing, but they sold all other kinds of professional services back in the 50s, and 60s, and 70s, and 80s before we became so reliant on electronic communication and networking via the web.

Brian: I remember.

Chad: We tend to think those don't work anymore but sure they do. It works to get to know people to meet people, to listen to people, to find out who they are, to find out who they know. Those strategies still work. I'm not saying take out an ad in the yellow pages. That's not going to work. I think coaches are especially well equipped to just get to know people both in your everyday life and in some intentional things you can do to get to know the people locally and regionally, so you can possibly do business with them.

Brian: Yeah there's certainly an internal barrier for me as I think about that, and that's not going to be true for everybody. I'm an introvert, and I can show up really well in one-on-one conversations and even in smaller groups, but when I start thinking about a bigger group of people I don't know, there is a nervousness, and I assume that introverts are going to feel that way. That is our next shift is to talk about web branding and marketing to more of a networking mentality. I'm assuming extroverts are going to find this idea of networking much easier.

Chad: I don't know, networkers probably come off... I'm not going to say something that you have to later bleep out, Brian.

Brian: I always have my finger on the button, Chad. Always.

Chad: You know how Chad is. I think that a lot of us have this conception, and some sort of misconception, that networking is a room full of strangers, and how am I going to possibly introduce myself to people and get over this hump of strangeness? To me, I hate that stuff. I hate going to a public event and try to get to know people. Honestly, I don't like it, but what I have found to be helpful in local networking is to think less about getting to know strangers, and more about getting to know the people I already know on a deeper level. I just think coaches are naturals at this. We like people. I'm not saying try to sell this to people I'm just saying get to know people. As you expand your network of the people you know and the people who know you, you'll find more and more opportunities where people really want what you have to offer, and they're delighted to find that you offer it. I would say that networking in that sense is different than branding and marketing, where you're really appealing to strangers. If I present it right, they're really going to be attracted to it. This networking is more get to know people so that you can talk about what's important to them.

Brian: I'm curious as to what your experience with networking is. My experience is that, well my belief is that, there are secret cocktail parties, which I couldn't even name a cocktail so I'm in trouble right there, and I've got to have a tuxedo which I don't, and you have to get on the list to be invited to these things,

and you're going to feel so uncomfortable. My experience has been that the people I have networked with are decision makers who can make the decision to hire coaches or are about using training. That instead of putting on a tuxedo, I need to put on work gloves because they appreciate service, they appreciate someone who is going to show up and wants to help. By doing that, I've made connections. The other thing I think I've learned about networking is, again, that I think once you're in a network, at least with men, they all hang out and smoke cigars and golf, and I find that the people I have connected with that have a lot of connections usually spend a lot of time by themselves. There's a loneliness to them. They don't want new best friends, but they're very open to conversations because they're so dedicated to a purpose. They're so dedicated to achieving something that they are very interested in those conversations. Coaches are great at those conversations.

Chad: We're really good at being interested in people, being curious, getting people to talk about themselves. I think that's another misconception that people have about networking is they think it's a cocktail party with a tuxedo where you try to corner people so you can talk about yourself. If that's your concept of networking, please don't do it with me. I don't want to be around that. You already know people, talk to them in a way where they talk about themselves. Coaches are great at that, we're great at asking questions, and we're curious. The best conversations and relationships are reciprocal. As you invite people to share about themselves, they invite you to share something about you. This isn't, "Oh boy, now it's time for my elevator speech," but it is about having a confidence and certainty about who you are and what you do, and when you talk about yourself. That's going to resonate with people. They're going to want to connect you with somebody who can benefit from what you do, or it plants a seed where a year or two from now it begins to germinate and eventually create some fruit. Networking is getting to know people deeper and connecting with who they connect with, and it's not trying to sell yourself.

Brian: You need to take advantage of opportunities. You were just telling me the other day you had somebody get on the treadmill next to you, and you made a connection. You were able to talk about that. That's one way. What's another way that if people want to begin a network connection, they could do that?

Chad: Kids sporting events are a great way to network. You're with these people all the time, and again, you don't want to be that guy who is suddenly trying to sell them something while little Johnny is up to bat, that's not helpful. I tend to think networks start with familiarity, and people start to recognize your face. They might later recognize your name. Eventually, you get a conversation where if they're intrigued enough they are willing to share something about who they are. Those kind of things. Your neighborhood. Do you know your neighbors? I don't mean to sound like your pastor at this point, but really. Do you know your neighbors? Do you know their names? Do you talk to them when you're outside? Do you invite them into your house? We had neighbors years ago who still invite us to their house for Super Bowl parties, Thanksgiving get togethers, those kinds of things. We love it because they're interested in their neighbors. They're not trying to network. They just like people, so they invite people, and it's very authentic and really neat. So, just think about where are you going, what are you doing. There are people around. Take advantage of that as an opportunity to network and to know them and be interested.

Brian: I would add if there is somebody who you want to talk to, give them a call and setup an

appointment with them. Somewhere in my head it's invite them out to lunch, people always eat lunch, and I think that's not probably not the best way to get on somebody's calling list.

Chad: If you don't know them yet, it's probably not.

Brian: Just call them up and say, "I'd like to have 15-20 minutes of your time to talk about something."

Chad: In that case, being curious about who they are, saying, "Hey. I'm coaching leaders," for instance, that's what you and I do Brian. We work with leaders. "I'm working with leaders here locally. You're recognized as a strong leader, and I just want to hear what's happening in your world so that I can be a better coach for the people that I serve." People love that. By the way it needs to be genuine. It's not some kind of fake thing that you're doing just to get in their network. The appointment idea is really good, and so there are informal and formal ways of networking. Setting up an appointment is a formal way, and that kind of bleeds into the third thing we were going to talk about. That's a segue for you Brian.

Brian: Thank you. Well, I was thinking about when we did a podcast on 11 disciplines. It's podcast number 87 which talks about some daily disciplines for getting clients, some weekly, monthly... I just thought that was such a good list, Chad, and timely, and certainly there is at least some place on the list that shows up to say call somebody up. Just call somebody up, and I think it's probably uncomfortable for everyone to do that, and somebody told me it was the 2000-pound phone, or something like that. Maybe it was like that before there were cell phones, where the phone is so heavy that you just got to find a way to put it into your schedule to pick up the phone and call somebody and put yourself out there. Take a real risk. I think that's important.

Chad: If that's uncomfortable for you, you're listening to this podcast, and you're thinking 2000-pounds, it's 2 million pounds, put some coaching around it. Do some coaching around what would you say, what would you hope the other person said in response, what would you say that you're comfortable with saying, not like an elevator speech, but how would that go? It makes sense that people are uncomfortable with it if they've never done it before. I was uncomfortable the first time I ever got on an airplane. I was also uncomfortable the 10th time I got on an airplane, and by the 100th time I hadn't realized I had gotten on the airplane. There's a curve, and for you, if the phone is that heavy, you're probably just at the front of the curve. Don't give up. Get some coaching on it, try it, and you'll get better at it.

Brian: Maybe make a list right now of five people you'd love to talk to about what you're coaching business is, and then call one of them, set up an appointment with one of them. Just take action on that, I think that's a great idea. So back to the segue you made maybe like seven minutes ago, I'm hopping right on it.

Chad: Your timing is awesome.

Brian: I may be a little off today. The shift from webinars to workshops, talk about that for a second Chad.

Chad: Man, workshops are just a great content marketing strategy for a local, regional coaching business. Content marketing in a nutshell is you either give away or you sell content at an affordable

rate so that people can get value from what you have to offer. We usually think of content marketing in the digital space, so an eBook, a webinar, a download resource, a podcast. Our podcast is content marketing. We give away content so that people begin to know, like, and trust us. Whether you ever do any business with Coach Approach Ministries or not, at least we have provided value through the content. In a local or regional setting out of the digital space, workshops are an absolute homerun strategy for content marketing if you're good at workshops.

Brian: That's a good point.

Chad: Even if that's something you'd like to be good at but you're not good at yet. A great example of this, a lady here in our town did a workshop six months ago around making a decision about college. My wife and daughter, my daughter is a junior in high school, they attended the workshop. Eventually we set up some one-on-one appointments with this lady to explore what's the best college fit for our daughter, and she's working her through the scholarship applications and all of that. It's really helpful, but it started with a workshop. It was a free workshop, but it wouldn't have to be free depending on what kind of workshop you were doing.

Brian: Well it goes back to people buy results; they don't buy coaching. So, I think that's kind of a great way to set up a piece of your business to say here's a workshop that I do that can deliver some content around the kind of coaching I do. This came up just the other day. I have a client who is a coach who has set up a workshop for a group of businesspeople, and we coach through what kinds of things to present because I think that was really important what you were saying is not everybody is good at presenting, but there are some ways to get better at that, and we coached her through a couple days' worth of workshops, and that can lead to... That's honestly where a lot of clients come from. They're people who show up in a class, or in a workshop. Not so much they find you on the web and say, "I want you to be my coach," but they see you in a different setting, and that's a great way to do it. If you don't have three to five things that build a framework around your coaching, you may not have delved into your niche well.

Chad: Think about the people you either coach or you'd like to coach, and what would they name as their challenges, and what's a bit of content or insight or a shift that if they had that, they would make progress on their problem? That begins to be the essence of a pretty good workshop. You don't try to solve everything for all of humanity in that workshop. You give a piece of what their problem is. Again, if they ever work with you as a coach or not, they've gotten value from that workshop. People do business with who they know, like, and trust, and they're going to trust that Brian is good at this. He's helpful in this area. I'm more likely to work with you as a coach.

Brian: Yeah, so you've got a list of five people that you'd love to talk to. One question to ask them is, what's a workshop you'd just love for your people to have that would be so helpful? If you could just design it yourself, what are they missing? Just start collecting that kind of information. That's the best resource rather than just sitting at home thinking what could I offer to this person that they couldn't say no to? Ask the market what they want. Then figure out what you truly can provide and present it. Let's get to the last shift here. The shift from retail to wholesale.

Chad: This is our kind of insider language. I don't know that this works for everybody, but basically the notion is that instead of trying to get a client at a time, which is retail, think what are some opportunities

where I could get clusters of clients, or a group coaching opportunity, so this would be say going into a business and maybe offering workshops and then coaching for all of the high potentials within the company or some cluster or group. I know you had a great podcast interview with Brian and Elsie back a month or two ago. I don't keep track of podcast numbers, what was it Brian?

Brian: I'll check, you keep talking and I'll look.

Chad: These guys are just really good. They kind of opened my eyes to this idea of wholesale clienting where you go into a business, a nonprofit, a church, a school, some kind of environment where multiple clients exist, and so to get a client is to really get 5 or 10 clients. What really bogs a lot of coaches down is it takes so much effort to get a new client, and when you kind of shift to the wholesale method, it's not really that much more work to get 10 clients as it is if you were really hustling to get one individual client. You still have to kind of go through the decision-making process, you have to help them see the benefits, you have to help them be exposed to you, and know who you are, all those kinds of things. Be creative and think through where are pockets of people where I could sign up my multiple clients at one time.

Brian: So, either find a pocket, whether that be in your niche a school system, a business, a type of business, chamber of commerce. I'm just giving out ideas. Or you could create your own pocket because you draw people together. It could be a health issue, and you're providing content, but you create your own pocket. I think there's a couple different ways to think about that. Or if you join a Rotary, that's kind of a third pocket. Just different ways of thinking about that. I love that Chad, that's really helpful. The podcast with Elsie and Brian is number 88. That's 8-8. I don't know why that sounds like bingo, but it doesn't even fit, Chad.

Chad: I don't think there's an 88 in bingo, but if we get our hands on that game, we're going to make sure there is an 88.

Brian: Hey everybody listening out there, send us an email. Send an email to bmiller@ca-ministries.com, and let us know how this is working for you. Let us know what the struggles are of getting clients without an email list. We'd love to hear from you, and this is something we're going to talk about, this idea of getting clients in different ways. We're going to talk about that all through this year 2018, so we'd love to hear from you. Thanks so much for listening. We really appreciate it. We don't take it for granted. We'd love for you to subscribe to our podcast at iTunes, that's the number one place. I've been using Overcast. That's a great place to get your podcast. Stitcher or Google Play, and you can get there by searching Coach Approach Ministries podcast. We'll see you next week.

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