



Doing business with Blue Chips

Are you playing to your strengths as a coach?

At Blue Chip Coaching we work with experienced leadership coaches who are frustrated by the difficulties of growing their business. You feel overwhelmed by recommended marketing approaches, such as networking, writing eZines, delivering webinars or presenting at conferences, which often don't bring in the business you want. You are a successful associate but this isn't what you set up your business for.

You're looking for a marketing approach that plays to your strengths as a coach, and doesn't require you to reinvent yourself as a sales person, or writer or professional speaker. An approach specifically designed for coaches, helping you engage with potential clients and greatly increasing your success of winning business. You want a way of farming further business with existing client companies, rather than constantly having to start over with new leads in other companies. And when you do want to break in to a new company, you want a way of proactively generating warm leads via referral.

When we first set up Accelerated Success, our leadership coaching company, we really struggled with our marketing. We tried things more out of hope than certainty – networking events, presentations, conference seminars, exhibition stands, cold calling, free coaching sessions, in-company workshops, and very much more. We won business but it was hard work, and it wasn't always the sort of business we were looking for.

The penny finally dropped that, if we wanted grow our company, we needed to change our marketing approach. It didn't make sense to generate lots of leads if most of them came to nothing. We now focus on winning business with a small number of Blue Chip companies (a portfolio of just 3 is ideal) and leverage relationships to bring in further business. It works! Our coaching business is genuinely thriving.

You can follow the same approach. Visit our website at:

www.bluechipcoaching.co.uk

Look out for our new book, available via our website:

The Leadership Coaching *Alligator* Handbook