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# Marjorie Stine

Marketing Specialist

- Marjorie brings her passion for using marketing as a tool to help businesses grow
- Through smart and efficient marketing, she helps business owners and entrepreneurs turn their vision into actionable plans that support the business goals
- You'll find evidence of her work on our website, monthly newsletter, email communications and the many other places we communicate who COTBx is, what we do and what makes us different
- Behind the scenes she is always analyzing the results to keep us improving and growing





# What does COTBx do to market 5/5/5 Coaching Skills Program™ and Licensed Trainers?



**Continuously running multiple programs:  
Generate brand awareness, build authority, produce leads**

- **ICF Website Ads and Event listings**
- **Coaching Guides**
- **Webinars**
- **SHRM vendor directory**
- **Testimonials**
- **SEO**
- **Licensed Trainer Listing on COTBx website**



# Tips for Marketing Yourself and the 5/5/5 Coaching Skills Program™

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## Craft Your Story and Be Really Good at Telling It – To Everyone, Everywhere

- It is competitive out there.
- Craft your story about what makes you unique and why people should come to you for coaching.
- Story needs to be personal, compelling and concise.
- Then tell it to everyone, everywhere.  
For example, make sure your story is told in your bio, on your website, in your talks, and when networking. You may need to modify your story slightly to fit different audiences but the message should be consistent.



# Tips for Marketing Yourself and the 5/5/5 Coaching Skills Program™

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## Differentiate Yourself and the 5/5/5 Coaching Skills Program™ From Your Competition

- **Develop your story on why they should buy 5/5/5 and why they should buy from you. This is your elevator pitch.**
- **Very succinctly you need to convey the benefits of the 5/5/5 to their organization and the benefits of hiring you.**

**For example;**

- **It is easy to learn, understand and apply**
- **Widely used, over 18,000 in 38 countries**
- **Developed by Master Coaches**
- **Qualitative findings on results of one large organization COTBx worked with were presented to Harvard Medical School, McLean Hospital and Institute of Coaching**



# Tips for Marketing Yourself and the 5/5/5 Coaching Skills Program™

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## Determine Who Your Target Audience. What They are Looking For?

- What industries, size of organization, titles within the organization?
- Use your questioning skills to gain a clear understanding of your target audience.
- Questions to help you gain insights into what they are looking for include;
  - What are the problems or challenges they are facing?
  - What does success look like for them?
  - What is their timeframe?
  - Do they have expectations or preconceived notions about what coaching is and what it can do for them?



# Tips for Marketing Yourself and the 5/5/5 Coaching Skills Program™

***Tip: Don't fall into the trap of trying to target too broad of an audience.***

***Start narrow, you can always expand. Trying to target too broad of an audience makes it difficult to personalize the message and can be very expensive.***

***Put together a plan on how you will find / reach your target audience***



# Tips for Marketing Yourself and the 5/5/5 Coaching Skills Program™

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## Leverage Your Strengths

- Each of us has unique strengths.
- The smart strategy is to leverage your strengths first.

**For example;**

**Maybe you have had a lot of experience dealing with conflict and you are good at it. Organizations struggling with conflict issues may be a great client for you. Seek these out.**





# Tips for Marketing Yourself and the 5/5/5 Coaching Skills Program™

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## Leverage Your Existing Network

- **Don't underestimate the power of your current network and don't be afraid to ask for referrals.**
- **If your network is too small or not aligned with your target audience, get involved and expand your network.**

*For example –*

- *Associations, industry events, networking, speaking engagements, webinars, guest articles, social media*
- *Find out where your target audience spends their time and then focus on those channels*



# Tips for Marketing Yourself and the 5/5/5 Coaching Skills Program™

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## Learn From Other' Success

**We recently interviewed one of our successful Licensed Trainers, Glenys Reeves. We asked:**

**What would you say are your top 2 to 3 keys to success in selling the 5/5/5 Coaching Skills Training Program™?**

- *“It is easy to sell. It is set up succinctly; 5 Skills, 5 Steps, 5 Principals. This makes it easy to understand and easy to grasp. Leaders want basic tools, a model to follow.*
- *They want tools to help them move from management to leadership and the 5/5/5 Coaching Skills Training Program™ gives them the tools to do this”.*

**Read the entire interview. Go to the Licensed Trainer Resource Area>April 2018 Licensed Trainers Team Newsletter**



# Tips for Marketing Yourself and the 5/5/5 Coaching Skills Program™

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## Test, Experiment and Keep Track

- Don't be afraid to test and experiment. Find out what works for you
- Stop doing what isn't working
- Keep track so you don't reinvent the wheel



# Tips for Marketing Yourself and the 5/5/5 Coaching Skills Program™

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## Take Advantage of Our Resources

- **Licensed Trainer resource area**
- **Guides:**
  - **Guide to Starting Your Coaching Business**
  - **Guide to Making it as a Coach**



# Tips for Marketing Yourself and the 5/5/5 Coaching Skills Program™

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## Coaching to Lead™

- Short Introductory to Coaching Workshop
  - 1 hour to 3 hour
  - Great for Live or Webinar
  
- Showcases
  - Coaching Definition
  - Coaching Demonstration
  - Two Core Coaching Skills
  
- One Time Licensing is \$295 CDN / \$245 USD. Shop on the Website
  - Includes:
    - ✓ PPT Presentation
    - ✓ Participant Workbook
    - ✓ Sample Proposal