



# PROFESSIONAL CHRISTIAN COACHING TODAY

Chris McCluskey & Kim Avery

*The podcast dedicated to Raising the Standard of Coaching...  
and Changing the World*

## Episode 058

### Get Clients Now! with C.J. Hayden

CHRIS: Get Clients Now with C.J. Hayden. Ooh, we've got a treat for you today. If you have been in the coaching industry for very long, you're probably familiar already with the name C.J. Hayden. When I transitioned back in in 1997, I was not familiar with her but she came out with an amazing book in 1999 that instantly pretty much anybody who was dipping their toes in the water of this new field of coaching went out and grabbed a copy of and it has become our constant source of reference from then until now. It's in the third iteration but she is the bestselling author of Get Clients Now! The subtitle of that is A 28-Day Marketing Program for Professionals, Consultants, and Coaches. It is, as she builds it there, a 28-day protocol.

Since 1992, C.J. has been helping coaches and other self-employed professionals get clients and get strategic and get things done. She's a master certified coach through the International Coach Federation. She has taught marketing not only through her writings and her speaking but on contract with John F. Kennedy University, Mills College, US Small Business Administration, Score, and countless other organizations. She leads workshops internationally. She licenses her tried and true Get Clients Now Program to coaches and to trainers throughout the world. C.J., what a privilege, what a delight, welcome to the podcast.

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C.J.: Thank you very much, Chris. It's really great to be here and I appreciate the invitation.

KIM: Yeah, we are thrilled to have you. I remember, it has been 10 years ago, C.J. I was sitting in Chris' Foundations class it was called then from my original coach training and he recommended that everybody rush out and buy your book, Get Clients Now! As a good pupil, I immediately did that and I loved it so much. I not only read it and implemented it, I signed up immediately for your facilitator training and have been on board, probably leading 2-4 Get Clients Now groups every single year for the past 10 years and truly, it's one of the most popular things that I do. I really like for you to get in some real practical, actionable advice for our coaches here today but before I do that, I have to admit, I've always been a little bit curious. What tweaked your interest as a coach in marketing and also what sparked you to come up with this systematized bite-sized plan?

C.J.: You know, sometimes, I joke that everything I know about marketing, I learned by being homeless. A really pivotal moment in my life was when I was in high school and ran away from home. I was 15 years old. I never went back and I did all of the things that homeless kids do. I was on the street for over three years, off and on, and lived on bottle deposits and pan handled and slept in parked cars or on rooftops and ate in soup kitchens, that whole scene, but eventually, what I figured out was that the way off the street was to connect with other people and tell them what I needed and ask if they could help with that.

It seemed like a miracle to me at that time when people responded. I got a minimum wage job, I rented a room, then I got my GED, eventually, I went to college at night while I was working, and I earned a degree. That whole teenage experience, it's what taught me most of what I teach today about marketing. You have to talk to people. Tell them what you're looking for and ask if that's something they can help you with. You have to be respectfully persistent. You never annoy anyone but you also don't give up just because someone tells you no.

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CHRIS: Wow, C.J. that is like a life metaphor or something that you literally were in that kind of a desperate situation for such a long period of time that essentially, life forced you to figure out how to make those kinds of connections that result in hopefully win-win kind of relationships and that was your ticket out. I love and appreciate that you are so transparent about that, not simply coming on here and sharing that openly but straight on your website when you go to the About C.J. Hayden page, right there is your story. You're an open book and that kind of transparency, I think, instantly anybody can appreciate and relate to, though that is probably not a typical story for most people but the feelings of someone in that kind of a desperate situation are probably not all that unfamiliar for many persons launching out into the business world and thinking, "How am I going to eat next week or next month or whatever?" Thank you for being so transparent.

I don't know whether you have a memory of it or not. I'd be surprised if you do, but you and I actually met at an ICF conference back in the early 2000s. We were at a luncheon and it just so happened that two of us were seated beside each other. It was a mixer and we chatted up. I was of course already shouting your book there. I probably have sold 2,500 copies or so of Get Clients Now! I just believe in this so firmly. I want to thank you for that and one of the things that struck me there is something that you also mentioned on your website and that is you have an ability to connect with almost anybody. I can definitely affirm. That happened very, very quickly there seated at that luncheon and that's one of the many things that I think you're going to help us as we kind of unpack some of the key elements of Get Clients Now! that that element of connecting is a key central theme.

KIM: I love that this word came up, this word "connecting and connection" because for whatever reason, marketing is a terrifying scary word to new coaches who are starting their businesses for the very first time. It feels salesy, it feels slick, and I almost feel like you're putting them at juxtaposition with one another. Marketing is connecting. Could you just dive into that a little bit deeper?

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C.J.: Absolutely. That's what it's all about. I think that the place that we get tripped up, all of us as self-employed professionals and I think particularly coaches because so many of us are not in this as much as a business even though we want to be business like about it and make a living as we are as a calling. We're called to this profession. We feel as if we really need to be helping people and marketing very often doesn't feel like helping. It feels like I'm trying to impose my will, my desires on you instead of being of service to you. That's exactly the opposite of what we need to do to market ourselves successfully. We need to be of service. Let people know that we're of service and yes, be compensated for that just as I think you probably compensate your dentist when your dentist fixes your teeth, but your dentist is being of service to you. That attitude, that feeling of "I'm here to help," it's not counter to marketing, it's right in line with it.

KIM: Mm-hmm, I emphasize that a lot. We're serving, we're not selling. Nobody wants to be sold to, but people do want to be served. Going back to your book, even though you present this concept and this mindset of connecting, it's so much more than that. It's a system because a mindset alone is not enough. It's what I've discovered with myself and with new coaches. They need help every step of the way. How did you get to this amazing system that you've developed in the book?

C.J.: For coaches and for other self-employed professionals, a really significant problem is that they are not using their marketing time very efficiently. They are either not quite sure what to do to market themselves or they are doing a little bit of everything, or they are just doing what's in front of them instead of being strategic about how to get clients. Somebody sends a LinkedIn invitation for example. They think, "Oh wow. I don't have very many people in my network," and so they start sending out invitations and the next thing you know, half the day is gone. So what I suggest to coaches, to all self-employed professionals is that they come up with a selection of simple, effective things to do about marketing

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and then do those things repeatedly, either daily or weekly, depending on what the activity is.

Entrepreneurs often try to make marketing too complicated and they almost always try to do too many things at once. Your marketing is going to work much, much better if you simplify it, if you focus on doing a small number of things but doing them well and you write it down as a plan that you'll follow. The process of creating a plan, it grounds you. It focuses you. Following a plan keeps you moving forward and it creates the accountability that most of us need to get important things done. That's why having a marketing plan, having a system is really important.

CHRIS: Boy, we emphasize this so frequently at Professional Christian Coaching Institute because the idea of systematizing and having a pretty clear path, like a roadmap, like you don't just jump in the car and start driving and go, "Well, I know we're kind of roughly going north about 500 miles from here." You get a map and you track the thing to have a plan and a system.

One of the first resistances that I experienced in people is they will say, "Well, my personality doesn't like that kind of order. It feels too restrictive. I'm not a type A kind of person" and on and on they go. I always am quick to emphasize, now, wait a minute. This is subtitled A 28-Day Marketing Program for Professionals. It doesn't matter if you take 28 days or 28 weeks or 28 months. We are going to be doing a business in marketing program here and this is a clear path whether you take the slow boat to China or you really hit and go off like a rocket. There are still various sequential kinds of steps that need to be taken that are proven over and over and over again to bring the best results, the results you're wanting, so why would we not look at a map like this?

C.J.: Yeah, I'm in complete agreement with that, Chris. I think that it's very easy to take the way out of "Oh, that's not a good match for my personality type, having a plan. I work much better when I'm more creative and work spontaneously." I

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don't care how you make your plan. It can be Post-Its on the mirror if you want. If that works for you, great, but I'm going to tell you that doing everything spontaneously is not going to serve you in getting clients. You do need to have some more thought behind it. It does need to be more strategic than that.

KIM: And on the other hand, I have found once people do implement these plans as they go through my groups, that pleasure they get in ticking off each day what they've done and then I tell them what the best part is at the end of the day, you can relax in the evening guilt free. There's not this vague cloud and angst saying, "I should be marketing more." No. you shouldn't be. You work the plan and plan the work. You ticked it off and you're right where you're supposed to be. That nebulous guilt we often have of "I'm not doing enough" really goes away once we have a way to measure what we're doing and keep track of it.

One of my favorite things about your book and honestly part of it is just because it's so cute is this universal marketing cycle. I have to say, okay, so I'm into cute but it is the cutest diagram ever. I so wish that I had drawn this. Those who are listening while they are driving in the car, while they are running obviously can't see it though I highly recommend they pick up the book so that they can, but would you walk them through the universal marketing cycle because it has got some key concepts that I think it's important for our listeners to grab a hold of.

C.J.: Sure and thank you for that, Kim. I'm so glad that you've found it helpful and useful and cute. The universal marketing cycle, it's the cycle that every professional needs to follow to get clients no matter what kind of business you're in and it's a diagnostic tool that will help you determine exactly where you need to focus in your marketing. If your listeners do want to see a visual of the cycle, they can go to [GetClientsNow.com/follow-up-pool-overflow](http://GetClientsNow.com/follow-up-pool-overflow). It's a blog post that talks about the universal marketing cycle. You could just click on the image there, make it big, and take a look at it.

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At the top of the universal marketing cycle are buckets. These buckets are for your prospects, contacts, leads, and your referrals. What happens with those buckets is you use them to fill your marketing pipeline. Your pipeline is where all of these prospects, contacts, leads, and referrals flow through into your follow-up pool. When you follow up with people, you're attempting to persuade them to have a sales conversation with you where you ask them what they need and then you tell them how you could help and you see if there's a match between the two of you.

The final phase of the cycle is closing the sale and at any given time, it's likely that you're stuck in one of those four phases that I just described – filling the pipeline, following up, having sales conversations, or closing the sale. Another way to think about it is there's always one of those phases where you need to put more effort. With this diagnosis, you can determine exactly where the emphasis should be in your marketing right now.

KIM: It's beautiful. I ask the students as they are coming through my groups or my courses to envision the old Drano commercials. I don't know if you ever saw those with the clear pipes and they were with these clogs in the drain. I said, "You couldn't get to it. It's not even a matter about the clogs towards the end of the drain until you worked through those initial clogs. If you think through what is it that's really holding you back the most from taking off with your clients, and for almost all new coaches, it's that first one – filling the pipeline. Those buckets you talked about – getting enough people in the pipeline before they even get close to going through some sort of follow up or sales conversation or lead.

Times have changed since 1999 when you wrote the book. Marketing at its heart has stayed the same. It's still about serving and connecting and not selling. But strategies have changed somewhat. What kind of strategies do you see working for coaches and service professionals these days when you think about filling that pipeline full of prospects?

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C.J.: The best marketing methods, the ones that really belong on your list of things to do every day or every week, they are the ones that put you into direct contact with your target market. You're speaking with them in person, you're talking to them on the phone, you're writing personal, not mass produced, letters or emails. You're networking. You're building referral relationships. You're public speaking.

All of those are really excellent ways to reach out to customers directly and approaches like these they are so much more effective than relying on website copy and email blasts to generate business or sending out your Ezine or blog posts to people who never requested them even, or creating a Facebook page where you post as your business instead of as you, and all the posts you make are promotions in some way. All of these are things that I very often see coaches and other self-employed professionals do. If you focus on interacting with people rather than just throwing information at them, you're going to be so much more successful at filling your pipeline and getting clients.

CHRIS: And there's the keyword – interacting. It is so highly relational. The further away a person gets from something that allows for high connection, high touch, I always use the phrase, “allowing them to experience you - not your message, not your pitch, not your five bullet points but you, your personhood, your essence, your spirit. When they catch that, it could be one on one networking face to face, it could be a webinar that you could do. It could be a speaking engagement that you have.

It could be a huge conference, still when you're up there, your essence is coming out and as they are receiving your message in that fairly high touch personal relational kind of a manner, something inside of them resonates. It says, “I like what this person is about. I think they could get me. I could feel safe with that person.” In the end, the handshake, the closing of the deal comes down to did they catch enough of your essence that they decide, “I want you over the hundred other coaches that are here at this thing because I experienced you, your



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personhood, and I think there's some kind of a connection, a resonance there, as I say.

I also find then, C.J., that as people are coming in that pipeline up at the top, lots of prospects that one of the other things you emphasize is the need for follow up. Everything that comes in the top is always going to require more than just that initial "Wow, I connected. There was resonance. I'm going to sign up." No, it doesn't usually happen quite that quickly. Can you talk about why follow up on those initial connections is so critical?

C.J.: Well Chris, I really love that phrase "attach your essence" because I think what follow-up permits is that they not only catch your essence, but you get to remind them of it once they have caught it. If you visualize that universal marketing cycle again, follow-up is at the center of the diagram. All the context that you make, they flow through your marketing pipeline into your follow-up pool. If you don't take action on the context in your follow-up pool, they just sit there. They never move any further along in the system. Without some kind of follow-up, you don't have sales conversations and without sales conversations, you never close a sale.

It's really just wishful thinking to believe that a prospect is going to come to your website, read your marketing copy, and then call you up and say, "Hey, I want to hire you." It's much more likely that you're going to have to be in contact with them on a number of occasions over a period of time before they decide to work with you. Putting a focus on follow-up means that you pay attention to that but you don't put all your effort into filling the pipeline with new prospects and ignore those people who already know you.

CHRIS: Yes, yes.

KIM: This is that fine line that you kind of referred to, I think, at the very beginning of our conversation today where people worry that they are pestering people. They do seem to have the mentality, "Well, I told them I'm a coach. They know I'm

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here. They will call me if they want me.” How do you help people develop a comfort level and a servant’s heart about following up?

C.J.: I’d say two things about that, Kim. The first is that if you hold on to that attitude of being of service, what you begin to recognize is that people need to be reminded of this service that you provide and if you don’t remind them, you’re actually doing them a disservice. Here are all those people out there who could be helped if only they would work with you, who could be moved forward in their lives and their careers, and their businesses and whatever is going on for them if only they had that boost that you as a coach could give them. But in order for them to actually take action, you know signing up with a coach is hard. It’s a difficult step for people to take. They need help and so you can help them, you can be of service to them in recognizing how much this could contribute to their lives, but only if you get back in touch. If you assume that they will think of you when they need you, no.

I said there were two things. I don’t want to leave the other thing out too because I think this gets in the way of people following up too. I wrote a blog post a while ago called 44 Ways to Follow-up with your Prospects because I find that people really get stuck when they think that follow-up means I have to call this person on the phone and say, “Are you ready to work with me?” It’s not just about that. It’s about staying in touch and being of service. You sending that person a note and saying, “Hey, I came across this article the other day that I thought you’d be interested in.” We’re inviting that person to a workshop that you’re planning to attend yourself or posting on social media and tagging that person and saying, “Hey, this is something you and I talked about. What do you think?” All of those are ways of being in touch, of following up that deepen the connection between the two of you and allow it to move forward to the next level of the relationship that will ultimately result in the two of you working together.

CHRIS: We use the metaphor sometimes of a courtship or dating relationship. We wouldn’t just say, “Well, they met me one time. I guess if they want to go to the

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altar with me, they will let me know.” Hiring us for service is of course not quite that big of a commitment but that the metaphor holds true that we would never even remotely think about going to the altar ourselves let alone somebody else doing that with us if they had not spent repeated times of connection in various kind of contexts and settings, and for various purposes.

It’s about getting to deepen that initial connection with their personhood or their essence and then discovering, “Yeah, sure enough. Okay, this is a lot of money I’d be plunking down. I’m going to bring a coach in to walk alongside of me for a season of my life. I might be with them a year or more. This is going to let them in to see my dirty laundry and know things that I don’t share with much of anybody.” We’re not going to just throw the doors wide open on our first meeting. “I love that talk” or “Wow, great copy on your website there. Let me bring you into my inner chambers.” No, it’s just too much.

I think you used a standard, C.J., and correct me if I’m wrong here of suggesting that it may take as many as 7-12 individual or identifiable kinds of connections with a prospect before they may actually convert, so to speak, to becoming a client. Have I got that right?

C.J.: I don’t actually put a number on it, Chris, but it does take repeated contacts even when somebody moves as quickly as you could possibly expect them to. Let’s say that you gave a talk and you just knock it out of the park. It’s a fantastic, fantastic talk and somebody comes up to you afterwards and they say, “Wow, I really loved what you had to say. I’d love to work with you.” Okay, well the coaching doesn’t start right there in the room, right?

CHRIS: Right.

C.J.: There needs to be some sort of initial conversation between the two of you where you talk about some basic stuff like what do they want from coaching and are they going to pay you and how. This conversation has to take place. It’s not going to happen right there in that room. There needs to be a conversation. Well,

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okay, best of all worlds is you get their phone number and you call them the next day. Well, what happens if you call them at 10 AM the next day like you said and they won't answer? Do you just let go of that? Of course not. You leave a message and if they don't get back to you, well, you call them back later and say, "Hi. I was really hoping we'd connect at 10 AM today like we planned," and then if they still don't get back to you, let it sit for a day and call them again.

You don't let go of that thing. There always has to be some kind of follow-up even after that conversation that you did have where they say, "Yes, I want to work together and I can pay your fee and everything's fine." Great, aren't you going to send them some sort of intake package by email for your first appointment? There is always, always has to be follow-up. If you keep that in your mind, then I think it allows you to recognize, "Oh, it's just never a one-shot deal. Coaching is a relationship. marketing is a relationship.

**KIM:** Yeah and you mentioned in that whole mix of follow-up the place of social media, but social media tends to be more of a broadcast mechanism, the one-to-many model, not the as personalized model. On the other hand, you sure can meet and reach a lot of people through social media. So times, they are a changing. What role does social media play in marketing these days?

**C.J.:** The purpose of using social media as a marketing tool for coaches, for other service professionals, there's really three parts of it. The first one is you stay visible. The second is you build credibility and the third is that you get prospective clients to feel as if they know, like, and trust you. So way too much of what you hear about how to use social media relates just to that first purpose of staying visible but just staying visible to your desired audience, it's not enough. I mean, if it was, we'd all be getting business just by running ads.

**CHRIS:** Mm-hmm. One of the worst possible ways to do your marketing would be ad based. It's not relational. It doesn't connect.

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C.J.: That's right and we're all just overwhelmed with it. It doesn't have an impact. So what you want to do is focus on those second two elements – building credibility and getting prospective clients to feel as if they know, like, and trust you. One of the programs I teach in addition to get clients now is called business building writer where I work with self-employed professionals on expressing that in terms of writing and using what they create as content that they then share on social media. That's a way to build credibility and it's also a way to know, like, and trust you, to create your own content and put your own content out on social media.

But then comes the part where you have to interact with people, right? So somebody gives you a comment, you comment back. Somebody gives you a comment again next month after having giving you a comment last month and you go, "Oh, this person really likes my stuff. Maybe I should reach out a little bit more," and now send that person a message and say, "Hey, noticed you've really liked what I had to say about this and so have you considered that maybe this other thing I've got over here might be helpful to you?" My colleague, Christine Carry who works with me to get clients now, she calls that passing the hors d'oeuvre tray.

CHRIS: I like that.

C.J.: It gives you the ability to connect in a virtual room with people, share with them what you have, and see what they want to pick off the tray and move forward on and react to. It's not just another place to broadcast. If you look at it from that point of view, it's not going to be helpful to you.

CHRIS: Because once again, it's not going to be that connection. I love that you've put in here the emphasis on writing because one of the other complaints that I'll hear sometimes from people about a marketing approach is, "Oh, but I'm not a speaker. I don't do well in front of groups. I just get all clammy and I'm not myself." That's fine. That's one way. Networking is another way if you get

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nervous when you're one on one. Can you write? Do you have a blog? Have you ever thought about blogging? Have you ever done magazine articles? Even just going out and posting on other people's kinds of material. If they are writing in the world that you coach in, can you become a known entity there? You may wind up with a periodic column for that place or something.

There are numerous ways. Always the drumbeat though is, is it allowing people to experience you at a highly emotional relational spiritual level? Do they get you not just your content, your message? Are they catching your spirit or your essence through whatever the vehicle to the degree that they do repeatedly through those follow-ups. That's what begins to convert them to those clients. I think we're going to mention this at the end of this podcast here a little later but you have an offer on your website called Five Secrets to Finding All the Clients You will ever Need. I think we're hitting on some of those themes right here, that highly relational connection and you wind up with more clientele than you even know what to do with.

**KIM:** You gave a really good example there, C.J. that I want to revisit just for a minute about people connecting with you and then all of a sudden, it turned a little bit more proactive. So you message them or you get back in touch with them with the hors d'oeuvre tray to see how else you can serve them. I hear that we're talking ourselves as it were through the universal marketing cycle. We've talked about filling the pipeline, talked about the follow-up, staying in touch, visibility, the credibility and all of that. Now, what are some suggested ways that you have for coaches to take it from they seem like a really hot prospect. They have gotten to know, like, and trust me. How do I invite them to this inquiry call or sales conversation?

**C.J.:** Well, the best way hands down is to reach out personally with a phone call, with a personal email, or even with a text or a chat message if that's the way you have interacted with this person in the past. People are so much more likely to respond to that kind of personal reach out than if you try and hide out between a public

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social media post. “Hi, I’m giving away a complimentary consultations.” Forget about that. You’re not going to get responses to that or some kind of blurb along a similar vein that goes out on your Ezine. It has got to be a personal reach out. You want to reach out more than once and put that kind of follow-up on a schedule so that you can follow-up a second time, a third time, a fourth time with an invitation. Follow up with people every three months or so, sooner if they have actually expressed a desire to start working with you and keep in your frame of mind during every one of those active reaching out that you’re being of service, that you are there to help. You’re not there to sell. You’re there to see if you can assist this person in getting what they want in life, and that’s the focus that you want to have when talking to them not about “it’s free.” That’s not the important part. The important part is, “I could help you get what you’re looking for.”

CHRIS: Hence the need for a question rather than a pitch, what is it you’re looking for? What is it that you’re struggling with? Yeah, the focus is on them, not on us and our message. How can I squeeze the message in? No. How can I open them up to a greater awareness of their frustration with some gap? And then just, “Wow, that’s exactly the kind of thing I coach people around.”

KIM: All of these tactics that you’ve mentioned today are beautiful and I love all of them and of course I’ve seen them all work in my life and the lives of the coaches I work with, but I do think there’s a secret sauce that you add in the program that helps make a big difference and us coaches, we would call that the mindset piece. In the book, you call it special permission. One of the last things that coaches do as they are filling out their 28-day marketing plan as they are coming through the group is they give themselves special permission and I encourage them to choose a mindset.

For example, “I am worth the money I charge. I do have permission to tell people how I serve them.” Whatever it is that’s their kind of mental block with going out and really serving well, to give themselves permission for this 28 days to let it aside and I tell them, “If you want to pick that back up on day 29 and have your

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old mindset back, you can but for 28 days, you're going to give yourself permission to do this. Talk about how you came up with that and some of the special permissions that you've seen coaches use successfully.

C.J.: It really came about because I saw so many people getting hung up on, "Okay, here's my plan. I better do all these things" and then not knowing where to go or what to do if they found themselves not moving forward on the plan, which of course happens to all of us, right? All we have to do is look at exercise and diet as our primary examples of intentions that we set and then don't follow through on. I think that having on a special permission to fall back on gives you a way of reminding yourselves, "Oh yeah, I expect to encounter obstacles. I know those are going to be there but I have the permission to move past them."

One of my favorites is, "I have permission to do things I fear." It acknowledges, "I'm going to be up against fear. I'm going to encounter activities in marketing that make me afraid, but I'm giving myself permission to yes, acknowledge that I am afraid and to do those things anyway. I have permission to allow enough time for everything. How often do we do that? We don't give ourselves permission to have enough time for everything. So acknowledging, "Okay, I'm going to feel kind of overwhelmed, overloaded, like maybe I don't have enough time, but I have permission just for the next 28 days to have enough time to get everything done."

You're right, Kim, that you can tell somebody, "Okay, if you want to pick that permission back up on day 29, you go right ahead" and the wonderful thing is that so often, people don't pick it back up. They say, "You know, those last 28 days of giving myself permission to do things I was afraid of or to have enough time for everything, those were pretty good 28 days. I think I'll keep that up."

KIM: Yeah, and they have gotten real results internally but externally. Like you said, they are getting clients because of the consistent focused actions, so beautiful.



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CHRIS: So much good material here. So C.J., we're aware that many of our listeners are pretty new to the whole coaching field which means they are also then generally pretty new to the idea of marketing, their coaching services. So maybe two or three of the best places for a person to start if they are feeling a little bit overwhelmed with the idea of marketing, two or three tips or pointers that you would have them kind of concentrate on for now as they, like I said before, dip their toes in the water and start out.

C.J.: Of course the first thing I'd recommend is something that you said earlier, Chris, which is get a copy of my book, *Get Clients Now!* That is the first thing I would definitely recommend, but most importantly, I'd really like your listeners to get strategic about how they are going to market themselves. What are some simple, effective things to do about marketing that maybe you've been neglecting or avoiding that could start to bring you those clients if you were to do those things consistently, because consistency and persistence, those are really the key ingredients that make marketing pay off.

Now, I know that what people new to coaching and new to marketing really want is they want me to just give them something to do. Do this!" Alright, here's the "do this." Begin with the people who you already know. Don't think that you have to first create some huge marketing presence before you start getting clients. Reach out to your friends, your family, your former coworkers, your schoolmates, people in your church, your club, your professional association and let them know, "Hey, this is what I'm doing now." Explain the kind of client that you're seeking, how you can help that person, how you are of service, and ask if they know anyone like that. If they do, would they send that person your direction?

Most coaches get their first clients as a result of personal referrals. Don't wait to become successful before you let people know about your work as a coach. Letting them know is how you're going to become successful much more quickly.

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CHRIS: Wow, that was worth the entire podcast right there. I just want to underscore a couple of points in what you shared there. This is exactly the message we emphasize over and over to our new students starting out. You start with people who already know, like, and trust you. You've got that relational connection. They don't have to have their first experience of your personhood or your essence. They already have it. You're already in their comfort zone and emphasize there then that you didn't pitch your friends, you're not pushing your message on them.

You're not trying to go out and sell to your friends. You are letting your friends know that you're doing coaching, "And if you know someone who could benefit from that, please let me know." You're asking them to help you with referrals. How many times in giving that message have I heard people say, "And do you know my friends said golly, could I be a client? Could I be one of your first guinea pigs?" Of course the message is yeah absolutely, but that came through you simply letting them know what you were doing in a relationship where they already know, like, and trust you, and asking if they can get the word out along with you to other people that they know and here they are sometimes jumping in themselves.

So much golden material here, C.J., thank you so much. For our listeners, you will want to connect of course and so you can get a copy of that book and all kinds of resources online at [GetClientsNow.com](http://GetClientsNow.com). It doesn't get any easier than that. While you're out there, of course you can grab a copy of the book and be sure and avail yourself of the free offer that C.J. has there called Five Secrets to Finding All the Clients You'll Ever Need. She also offers a marketing newsletter, has a blog. As she mentioned earlier, you can download free copies of some of the worksheets and the diagrams that she has, but of course most of those are in the book as well. So just a treasure trove of helpful information for getting your marketing started.

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Also while you're on the web, be sure and jump over to [KimAveryCoaching.com](http://KimAveryCoaching.com). Kim, I'm going to plug your services here because you have a Get Clients Now Group starting up in January. So if anybody is heading to the holidays here and thinking, "I'm really excited about this. I'll get the book and start reading it early." There's a group that Kim herself is going to be facilitating through her private practice and you can jump into that as well. Again, that's at [KimAveryCoaching.com](http://KimAveryCoaching.com).

KIM: Thanks so much for bringing that up, Chris. I always look forward to leading that group at the start of each New Year. C.J., thank you for taking time out of your busy schedule to come be with us today. I know it's a real treat for our listeners.

C.J.: Thank you Kim and Chris for having me here today. It has been a pleasure.

CHRIS: Alright gang, you know the mantra. Until next time, keep raising the standard or coaching and changing the world.

KIM: God's richest blessings to you.