

How to Get 5 New Life Coaching Clients in 30 Days Easy!



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Welcome Coach!

Thanks so much for downloading "The 25 Proven Ways to Find New Life Coaching Clients This Week" pdf!

You're well on your way to creating ideal clients that will be thanking you for helping them to change their life for the better.

Before we dive in, let's get to know each other a bit first.



I'm a Professional Certified Coach (accredited through the International Coaching Federation), spiritual business mentor, hypnotherapist, reiki master, author, yoga teacher, mama and world traveler based in St. Louis, MO USA.



I love working with heart-centered humans who are ready to answer their calling of becoming a life coach while stepping into their role as courageous leaders.

To fill you in on my story...



I could have lived as a young mother, a weekly church attendee, a military wife, a well paid nurse, with a white picket fence life but my gut told me I was meant to do something different. I decided to leave that chapter behind because it didn't feel aligned anymore. I'm living proof that life coaching works.

You can read more about how my life coaching career found me [HERE!](#)

Here are 25 fun & easy ways to create at least 5 new life coaching clients in the next 30 days. These are proven methods that are used daily by myself, my personal clients and the Born to Coach® Training Academy students to consistently find humans who are ready to hire coaches and change their life. Choose the options that feel the most exciting for you to start working on this week!



#1) Gift complimentary coaching sessions

It can be hard to accurately describe what life coaching is...so instead I challenge you to SHOW people the magic they are in for by gifting complimentary 30 - 60 min coaching sessions. Offering sample sessions will help you to: #1) get more practice using your coaching skill set which will build confidence, #2) work towards earning coaching hours for your ICF credential, #3) impact more lives, #4) build relationships and as a result you'll walk away with some new impressed clients that will want to hire you. What you can say to people is: "I'm a life coach and I help people get through road blocks in their life so they can achieve their biggest life goals. I am gifting complimentary sessions at this time, would you be open to having a session with me?"

#2) Hand out business cards

Whenever I travel or am out of the house I keep a few business cards on me to hand out because clients are everywhere! [Check out what my business cards look like here.](#)

#3) Run events

Run free or low-cost in-person/online events (support groups, moon circles, happy hours, book clubs, networking, challenges, workshops...etc.) once a month or a couple times a month. These events will provide value, build community, help people to create little wins and let people get to know you while doing something fun! When you introduce yourself to the group, tell the people what you do and how you can help them beyond the support group with your private coaching! Trust is the #1 ingredient in sales and by showing people that you're willing to help right then they are going to be much more likely to want to keep working with you on a deeper level.

#4) Tell one new person everyday that you're a life coach

It sounds incredibly simple but it really does work! Next time you're in line at the grocery store strike up a conversation with the person behind you and when they ask what you do tell them you're a life coach. Or if you're getting your haircut tell the stylist that you're a life coach. You'll be amazed at how curious people will become and will want to find out more about what a life coach does... then you can hand them your business card or invite them into a complimentary coaching session with you!

#5) Hang out with your ideal client

Think about whom is your ideal client and where they might be hanging out. Crossfit gym? Yoga studio? Local coffee shop? Breathwork workshop? Reiki training? Remember that people who usually hire life coaches are already into personal development + personal wellness type of activities. You can work on bettering your own life by trying out these activities and also meet potential clients in these places too!

#6) Support people in Facebook Groups

I personally don't like to hang out in FB groups anymore because they tend to overwhelm my brain but I have lots of clients who enjoy engaging in other people's FB groups and answering people's questions, sharing tips and building relationships which is a great precursor to finding clients. Or you can create your own FG group and start building your own online community.

#7) Put your biz cards in books at bookstores

I've never tried this strategy before but I have a coaching student who created a new coaching client this way. She put her business cards in personal development + self help books at Barnes and Noble and someone found her card and reached out to schedule a discovery call with her!

#8) Ask for referrals

Reach out to current and past clients, friends and family and tell them that you're looking to take on x amount of new clients and tell them how you can help them. You can then offer a little thank you gift in-return for their referrals.

Here's an example:

Hi Benjamin,

Long time no see! Can you believe it's been three years since the taco karaoke night at Lindsey's house? I will never forget the moment Ted got hit in the eye with a gummy bear, and wound up getting promoted on the spot. What a wild night.

How've you been? Your work on the Sustainable Cat Food project is fascinating — who knew cats would love hemp products so much!? I read your latest article on Medium and I was hooked from start to finish. Have you thought about pitching it to a major media outlet?

I'm living in Alaska now, and these days Alaskan female entrepreneurs are hiring me to help them get more visible on the internet so they can attract more customers leading up to the 2022 holiday season.

Do you know of anyone who might need help with that?

I really appreciate referrals, especially from you because you've always been an excellent judge of character.

Feel free to share their information and I'll reach out directly. Or, if you'd prefer, you can direct them here (INSERT LINK or CONTACT INFO) to learn more about how I can help them.

Thanks! Looking forward to hearing from you...and reading your next article!
- Mishka



#9) Create a FB post or IG post asking for new clients

Create a simple post on FB or IG and say: "I have x spots open for new life coaching clients, DM me for more info" or you can create a simple graphic that looks something like this:



#10) Create daily/weekly content

Choose an online platform (Facebook, Pinterest, Blog, Youtube, Instagram, Podcast, Tik Tok, Email marketing...etc.) and commit to creating valuable content each week for your audience and then have a Call to Action (CTA) at the end of each content that invites people to work with you. [Use Pinterest to get content ideas!](#)

#11) Gift a scholarship spot(s)

One way to make your coaching affordable is to give away 1 or multiple scholarship spots so people who couldn't normally afford to work with you can have access to your services. Twice a year we gift 2 scholarship spots for the Born to Coach® Training Academy spring and fall cohorts. By advertising the scholarship spot we're also by default advertising the BTCTA as well. We always end up having lots of people apply for the scholarship that end up deciding to join the BTCTA if they don't win the spot.

#12) Create demo coaching sessions

Record your coaching sessions (with your client's permission!) and then upload them onto your marketing platform of choice. Show people the power of coaching and how you can help them. I uploaded a "Sample Coaching Session" on Youtube that went viral. It consisted of me coaching a volunteer client for 30 min. For a few years it's how all my new clients found me by searching for "Life Coaching Sessions" on Youtube.

#13) Rent out a booth at a local festival and offer mini coaching sessions

I've never tried this strategy but I have current clients that regularly rent out booths at local events and offer sample mini 20 min coaching sessions to show people what coaching can feel like and have created long term clients from this!

#14) Be a guest speaker for someone else's audience that is complementary to yours

Connect with someone who has a successful: Podcast, Radio Show, Business, Studio, Blog... etc. and ask if you can be their guest speaker and provide talks with valuable topics, content, or workshops that will be of value for their audience. One of my first life coaching clients was involved in a Direct Sales company and had a team of over 100 women under her. She asked me to give a presentation on work/life balance to her team. After the presentation I had at least 10 women reaching out wanting to hire me as their life coach.

#15) Submit an article for an online magazines

You can submit articles for: Elephant Journal, MindBodyGreen, Huffington Post, Forbes...etc., and create a short bio that links people back to your website and/or shares your freebie download. Check out an article I wrote for EJ here: <https://www.elephantjournal.com/2016/12/how-a-psychic-changed-my-spiritual-journey/>

#16) Create a freebie download that solves a specific problem

What's a free gift that you could create for your ideal client that helps to solve an immediate problem and create a small win? This could be a: guide, checklist, meditation, video, recipes, challenge, mini course...etc. And remember to always invite people to work with you somewhere in the freebie because people are going to want to know what are next steps to take after signing up for your freebie. Right now you're consuming one of my freebies and also check out another one of my most successful freebies here: <https://bit.ly/lifecoachingchecklist>

#17) Design an email signature that sells

Use the Canva platform to design an email signature that you'll insert at the bottom of every email. In the signature you can include: #1) a picture of you, #2) your name and credentials, #3) your website, #4) a Call to Action. [Check out the mini training video I designed for you on how to create an email signature that sells HERE.](#)

#18) Partner with complimentary business owners and refer clients to each other

Business owners are always looking to make good quality referrals for their clients when they can't directly provide services themselves. Think about partnering up with (Therapists, Yoga Studio owners, Energy Healers, Massage Therapists, Doctors, Lawyers, Website developers... etc.) and ask if you can send each other business. Or ask if you can host an event/workshop for their clients in their offices/spaces too which will directly expose you to their client base too.

#19) Set up an add on Groupon

I haven't used Groupon in a long time but when I did use it back in the day, I always loved finding a good deal to get my feet wet with trying a new service and then if I was a happy client I would continue using the service at their regular price. I know you won't make much money at first from the original Groupon deal since the attraction is that it's highly discounted offers but if you can stick it out then you can create some long term paying coaching clients you might not have found otherwise.

#20) Offer trade work in exchange for your Life Coaching

Don't forget that life coaching is a currency! When I was a new coach and didn't have a lot of money coming in yet from my business - I loved offering my coaching services in exchange for something that I needed in return. I did trade work to find my first virtual assistant, website developer, personal trainer and video editor.

#21) Listen to your intuition

I know this might sound too easy but I can't tell you how many times where I've been meditating, hiking in nature, doing yoga...etc. and random names of people I know will drop into my mind. I then reach out to the person to genuinely connect to them and ask how they are doing and before I know it they usually say something like: "I'm so glad you reached out! I was thinking about you the other day and have been wanting to talk about working with you as my life coach...". I believe that the Universe assigns us clients before we came to this earth and when their names drop into our head it's because they are praying for help and are waiting for us to reach out to them to off our life coaching!

#22) Offer free strategy or assessment calls

These are free calls when you can spend 15 - 30 min helping someone with ONE problem to get a "quick win". For example if you're a health coach then you can show them how to get results they want with a meal plan or exercise plan. Or if you're a branding coach you can quickly look at their website and tell them the corrections they would need to make to attract their ideal clients. Make sure at the beginning of the call to say something like: "I'm going to show you how you can solve x,y,z problem and what's possible for you. If you're interested in getting my help to do more of this, we'll talk at the end about how we can work together longer term - how does that sound for you?" This way you're setting the expectation that you're going to share your offer from the beginning which will create trust and trust is the #1 ingredient in sales!

#23) Share authentically about your life online

After I went through a divorce and job loss I decided to "start over" at 30 years old and sell all my belongings, travel around the world and figure out what I wanted to do next. As I went on my Eat Pray Love journey I started creating vulnerable FB lives and FB posts every week (IG didn't exist yet at the time) and started authentically sharing about what I was doing to recreate my new life after hitting rock bottom. People began to get curious and interested in my transformation and would message and ask if they could hire me for help to achieve similar results which is how my life coaching business began to blossom.

#24) Hire your own life coach

I personally feel it's really hard to sell life coaching when you've never experienced it first hand. Once you receive the life changing effects of coaching you're going to want to share it with everyone you know! So if you haven't already, hire your own personal life coach and work on changing your own life while continuing to find clients. Be an embodiment of the results of what life coaching is. Be the living walking example of what's possible when someone hires a coach. Remember to "walk your walk" and let your audience see how you are changing your life and they'll want your help with changing their life too. You can find ICF accredited life coaches on our site here: <https://www.buildyourlifecoachingbiz.com/find-a-coach>

#25): Be a really great life coach

When you have a really great coaching service that changes people's lives, people are going to want to refer you to everyone they know! Take time and effort to practice coaching others in order to help your client's achieve results beyond anything they thought they were capable of creating. If you're not feeling confident yet on how to help people create any results they desire then consider joining us inside the [Born to Coach® Training Academy](#) this year where we will teach you how to structure professional coaching sessions using the International Coaching Federation's methodology. You'll also learn what to say and ask during your coaching sessions in order to help impact your client's lives forever.



Next Steps

Now that you have a plan on how to create your next set of coaching clients...

I want to invite you to keep working with us and check out our hottest offers for life coaches who are ready to keep the momentum going with building your coaching empire!

Build Your Life Coaching Biz in 7 Days

A self-paced online course that gives you step by step instructions on how to hit the ground running and get your coaching biz up set up over the next week!



Born to Coach® Training Academy

Level 2 ICF Accredited Coach Education Program

