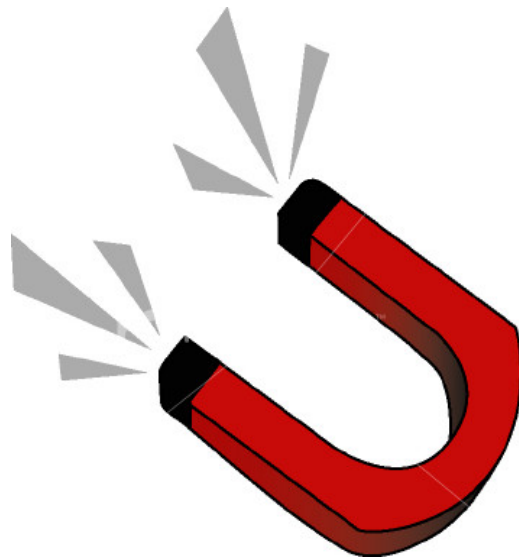


Lisa Angelettie's...

How To Build Content That Attracts Clients!

*A Guide To Easy Article
Marketing For Coaches*



By Lisa Angelettie
<http://LisaAngelettie.com>



ABOUT THE AUTHOR

Lisa Angelettie helps authors, speakers, coaches, consultants and other small business owners create 6-Figure businesses by creating distinctive content (like articles) that attract new clients and customers, build expert status, improve link popularity, and increase sales!

She is considered one of the web's leading article marketing consultants, and is a published author who has been featured as an expert on many small business websites and seminars such as *SiteProNews*, *CoachingMastery*, *The Examiner*.

Lisa is a firm believer in the results that producing quality content for your business can provide. She is the founder of the #1 advice and counseling website on the web (due to the 100's of content-rich pages on her site) GirlShrink.com, and she shows other entrepreneurs how to do the exact same thing through her award-winning article marketing training course for beginners, Articology.com.

Lisa has helped thousands of people establish and grow their traffic, credibility, and income online since 2003, with article marketing and information marketing. It's truly her heart's passion!

Personal Bits...

Lisa met her husband (Deric) at college in D.C., and they re-connected and married ten years later in NYC. After adopting their "first baby", a lab-mix puppy named Pepperz, three little girls followed soon after - Autumn, Ali & Ava. They all live together in Elkins Park, PA where Lisa works from her warm yellow-hued home office.

INTRODUCTION

When I first started online, I was a psychotherapist. I spent time building my client list through mostly word-of-mouth referrals. Since I have evolved my business into a coaching and consulting company - I still need to build my client and customer list, except now I use **content** to attract new clients. I prefer this method much better. And this is why:

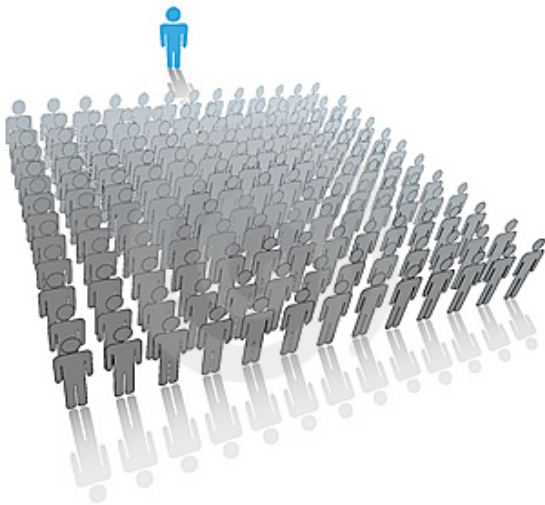
1. I attract **MORE** clients than through word-of-mouth referrals. One article can continuously bring me a **stream of potential new clients** for as long as the content is live online.
2. I don't have to depend on the kindness of others to spread the word. I can **actively attract new clients** all on my own when I write articles and publish them on them web.
3. Becoming a published author adds **instant credibility and visibility** in your marketplace.

So the point I'm making here is that writing content (article marketing) should be the backbone of every coach's marketing strategy. Whether you are an individual or group coach, a business, wellness, or life coach - carving out your place on the web as a leader in your coaching niche with content is a **time-tested and proven**, long-term strategy that works for million dollar coaches and will also work for you.

This I know for sure:)

PART 1

Are You The Coaching Authority In Your Niche?



Regardless of the coaching niche that you have chosen, you have competition. If you don't have any competitors, I would seriously reconsider your niche! Remember that competition means that your niche is viable. People are paying for coaching in that niche.

So as this is the case – and the number of coaching programs, certifications, and schools increases, and you will now have even more coaches starting their practices and vying for your coaching clients. It's more important than ever that you become the *coaching authority* a.k.a. the "go to" coach in your niche.

Are you that go to coach?

If your answer is a definitive **no** or a **not yet**, then a tried and true, tested method of narrowing the gap between you and the leaders in your marketplace is by positioning yourself as an authority through educational and entertaining content: **writing articles** a.k.a. *article marketing*.

It seems like a pretty simple idea, yet I watch year after year how coaches fail to build a self-sustaining practice because they tend to many other parts of their business except for "positioning" themselves as leaders in their niches.

This is a big mistake that many coaches make due to a variety of reasons. One being that many coaches, especially new coaches, are **not confident enough to allow themselves to even be thought of as an expert** on anything. I work with coaches like this all the time.

Even with job experience, coaching certification, and clients – many coaches do not view themselves as an expert on their topic and therefore cannot take the steps to position themselves as such. This is a BIG mistake. If you have specialized knowledge on any topic that people are willing to pay money to learn - then you are an expert. Learn how to communicate that specialized knowledge effectively, and you are an authority.

Another reason why some coaches do not know how to position themselves effectively in their marketplaces, is due to the fact that they **did not learn very good marketing techniques** in coaching certification programs. I know that my schools didn't do a very good job of this. So you are kind of out there all on your own, wishing on a wing and a prayer, that you can find enough clients to sustain a self-supporting practice. When in fact, clients should come to you.

That's where **writing articles** and becoming THE "go to" coaching authority in your niche steps in. Here's how to do it in three simple steps...

1. **Examine your competition.** Don't be afraid to look and determine who the leaders, who the power players are in your niche, and examine what they are doing. What are they talking about in their articles, on their sites, in forums or on social networking sites. For example, if your competitor is on Twitter, what do folks talk to him about? What questions do they ask? What problems do they need solved?

2. Build your content. Now that you know what the "buzz" is in your niche, it's time to start writing articles and writing more articles on those topics. Really get out there and cover the basic points, plus the "buzz" topics in your niche. This will work powerfully because as people search for answers in this niche on the web, your content will start to surface in the search engine results.

The more you write, and the more visible you become, the more potential clients will start to realize that "Wow, this coach must know what he/she is talking about. I see his/her stuff everywhere. Maybe I should try his/her program."

3. Promote your content. Yes, sometimes if you build it - they will come. But they will come a LOT faster if you promote your articles. Get on Twitter, Facebook, and some of the other social marketing and bookmarking sites and tell people what you've written and why they need to read it. Send a blast to your opt-in list about your new articles. **Make it REAL easy for potential clients to access your information.**

I like to join all the popular social marketing sites out there and then sent a "blast" about my articles to all of them at the same time. I hit all my communities this way with one simple message. I use a free service over at Ping.fm to do this.

PART 2

How YOU Can Attract Qualified Clients With Articles

As the unemployment rate fluctuates and more men and women are left to find a way to create their own income, more people are seeking to reinvent themselves in today's tough economy by choosing to become life coaches, business coaches, wellness coaches, etc.

While the statistical growth of coaching is exciting, this boom for the industry unfortunately will require more work on all coaches (especially new coaches) to get noticed and **attract clients** – and not just any client. Ones we want to work with. Ones that we click and gel with. Ones that quickly grasp the coaching process and are ready to start the work. Ones that are not afraid of the financial investment of coaching.

That's the biggest reason why ALL new coaches **should and must** write articles. When you do, you will attract the types of clients you want and need to work with in order to have a fulfilling and profitable practice.

So how does [writing articles](#) on the web work best for coaches?

1. *Writing articles* will attract new traffic to your site, blog, or squeeze pages.
2. You will be educating potential clients about your practice with your articles.
3. You can and should use articles to spread your coaching message or mission.



4. *Writing articles* will get you noticed by other coaching professionals in your niche which can lead to joint ventures with more established coaches.

5. *Writing articles* positions you as an expert in your marketplace and no longer as a “newbie” on the block.

PART 3

Setting Realistic Article Writing Goals



I have a bad habit of setting totally unrealistic goals for almost everything in my life. I forget that I have three children, a husband, a mom with dementia, an elderly dog and a zillion other things to do!

I usually never have ALL of the time I think I have to devote to a particular project, but writing is important to me. It is my business. It is my passion. It is what works! So I have to commit a certain amount of time to it -- and so should you.

So how should you achieve this? Well you really need to set **realistic writing goals**. Because when you do that, you will end:

1. Writing frustration

2. Incomplete writing

3. Poor quality writing

Here is an idea of how I like to set realistic writing goals for myself...

1. I bought a kitchen timer (a pyrex one to be exact) from the supermarket
2. I decide on what I'm working on. An article. A chapter in my book. An infoproduct section. Whatever.
3. Based on the task, I allot a certain amount of time for it. Thirty minutes for articles. Sixty minutes for products and book chapters. (This is all rough draft work of course)
4. I check the timer once. When I'm at 10 minutes before time is up - I start wrapping things up. And that could mean finishing a paragraph or even just finishing a sentence. It doesn't matter. You don't have to complete the entire task.
5. When the timer goes off - I respect it and stop what I'm doing. I go onto my next task to accomplish for the day whether that is another writing assignment or whether that is marketing or some other part of my business. If I have some time leftover of my "work day", I will devote it to finishing the writing project I started earlier. Otherwise - I will just pick up where I left off the following day.

Quick Tip: Write the same time everyday. Waiting to write when inspiration hits - may mean you won't write until next year:-)

PART 4

Top 3 Article Ideas For Coaches

One of the greatest sources of writer's block for coaches and really all writers is the fact that it is easy to run out of article ideas when you aren't even sure if anyone is going to care about what you are writing. In fact, I get that question all the time from coaches and other solo professionals. *"How do I know I am writing articles that people want to read?"*



Now let me first say that you should be asking this question, because I won't pretend that writing articles is not work. It is. If you are going to spend time everyday, week, month writing articles for readers in your niche, then you want to make sure that you are coming up with **article ideas that they want to read**. That you are making an impact. Especially when you want to encourage and influence these readers into eventually becoming clients in your coaching practice and groups.

So if this is you and want to make sure that you are reaching people in your marketplace, then I stand by these top 3 article ideas for coaches, to generate interest, buzz, and conversion (readers who visit your site).

Article Idea 1 - Write Articles That Answer Client Questions

You can generate many, many articles if you pay attention to the issues of your current and past clients. What specific issues have you handled more than once with a client. What are the common problems of prospects in your niche. What have past clients struggled with during your time together?

These types of articles are a great way to address objections potential clients may have before they start working with you. This is an important part of converting prospects into clients, but it is also important because it will help better qualify your clients. Because of course, we are all striving to attract our type of "perfect client".

Article Idea 2 - Write About Timely Issues In Your Niche

Potential clients know that there are many coaches that they can probably work with, that's why it is important that you position yourself as an authority on your topic and someone who has a pulse on the current hot topics in your niche.

It's not enough to write about the same information that coaches in your field have been writing about for years. You will stand out as a leader if you write about current issues that are creating buzz in your industry. Just look to your industry magazines, periodicals, newsletters, forums, associations, etc. for these types of hot topics.

Article Idea 3 - Write In-Depth On One Aspect Of Your Business

Many coaches are afraid of giving away all their information in their articles, so they tend to write pretty weak and generic stuff. You know the ones, articles that never stand up and get noticed. This is a BIG mistake and one that I see occur again and again.

In today's competitive market, and let's be honest here, coaches are coming out of the wood works! It's essential that your information stand out. The best way to achieve that is to really teach your readers something specific. Don't just gloss over the same old information. Really dig down and write about topics, trends, tips, and tricks that someone would pay for. Why?

Well if you are doing your job, these are NOT all your trade secrets. Plus, if you are a coach, people want to invest in you in order to have a direct line to you. Not just your information. So do not be afraid to really teach the folks in your marketplace something that perhaps another coach may charge prospects for. It may be just the thing to help you dominate your market and truly become a six-figure coach.

Finally, each of these article ideas should minimally generate at least 10 articles a piece. 10 issues that your market struggles with. 10 hot topics in your niche. 10 really good tips that you can share with readers. **That's 30 new articles you can get started with right away.** So what are you waiting for? Get writing!

PART 5

Where Coaches Should Publish Articles For Maximum Impact



When I work with coaches on writing, publishing and repurposing articles – I often run into people who have been brainwashed (by other marketers no doubt:) to write articles and publish them anywhere and everywhere that will have them. This is so very wrong. That's right I said it! Very wrong. So I want

you to stop doing it, and this is why:

1. Who Has Time For All Of That?

It doesn't matter what short-cut you invest in such as submission software or a submission service, the end result is that you will spend more time than necessary on a tactic that ultimately will not benefit your article writing or publishing efforts. Anytime spent on a tactic that doesn't work is a waste of time. Time you could have spent with clients.

2. All Backlinks Are Not Created Equal

The theory behind people wanting to publish their articles to lots of blogs and article directories is to acquire many backlinks to their website. While in theory this is absolutely a great SEO tactic, the problem is - is that all backlinks

are not created equal. When you publish your articles to websites who get little to no traffic and basically get no Google love – you have created a backlink that the search engines don't value - therefore it is basically worthless.

3. If You Write It But No One Reads It - Is It Published?

Okay, that was my effort to be a little funny and use the whole "tree falling in a forest" analogy – but the point I am trying to make here is if you publish your articles to article directories or blogs that get little to zero traffic, your articles will never be read, shared, bookmarked, or syndicated. So does it make sense to you spend time publishing articles that will not be read? No.

4. Do You Want To Suffer The Wrath Of Duplicate Content?

While you will not be thrown off the web for having [duplicate content](#) out there, what you will suffer is a duplicate content filter. That means that your article will only appear in search engine results on significant blogs, websites, and article directories. The key word here is significant. Significant ranking, traffic, domain age, frequency of adding content, and quality of backlinks.

So Where Should Coaches Publish Articles For Maximum Impact? The answer is to a handful of key and significant places.

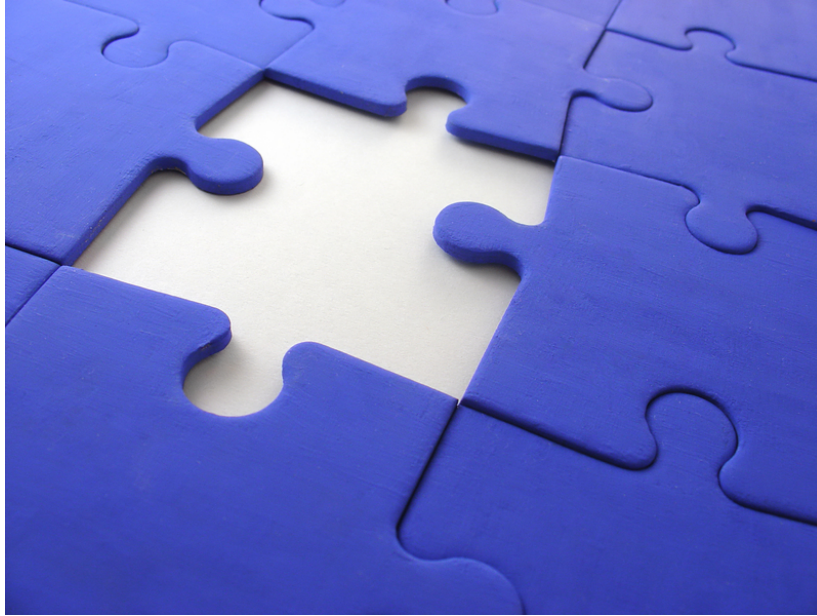
1. Look for blogs and other **3rd party websites** with good traffic, momentum, comments, and a community of members. Find out if the blog(s) accept article submissions and submit.
2. Look for **article directories** that have good traffic, been in business for at least a year, who human review and publish your articles quickly, who have over 1,000 authors, who don't have "yucky" pop-up or fly-in ads, who provide at least basic stats on the performance of your articles, AND who implement other strategies to promote your articles such as

Twitter, RSS feeds, Share Article, and easy syndication. A great one to start with is EzineArticles.com

3. Publish to your own site. It's important to drive traffic directly to your site and eliminate the middle man as much as you can. This will become easier as you build and grow the content on your site, and will help establish you as an authority in your niche.

PART 6

What Your Articles May Be Missing



As a coach, you probably already know the importance of building relevant and useful content to attract and retain coaching clients. The "rules" around building that content have pretty much always been the same.

- Useful for the reader.
- No spammy content.

Yet it's what you **may not know** about [writing articles](#) that can set you apart from your competitors – identifying just what your articles may be missing.

Search Engine Optimization (SEO) experts agree that there are some essential elements that should be included in every article. Don't worry, it isn't a long list - just the essentials - and maybe one or two things that you haven't heard of before (SEO guys are secret sallyies!)

1. Do your article titles have **relevant and rich** keywords?
2. Are your articles at least **250** words long? If so, great - but the search engines even love **400** words better!
3. Are you using your keywords throughout your article - **naturally**? Not too many or that's considered spam.
4. **Do you have links in your articles?** The search engines love content that refers to other **RELATED** content. So if you link to another related article on your blog or 3rd party site, in your article - it's better seo. Think Wikipedia.
5. Do you have some sort of clipart, photos, [infographics](#), or related videos in your articles? Search engines **love multi-media content**, and other site owners tend to link to content with visuals more often.

Now don't panic! You don't have to add images to every article you write if it's going to slow down your progress, but if you can spruce up an article with a little clipart (so inexpensive to use) - why not?

PART 7

How To Use Articles To Retain Coaching Clients



There was always one thing I truly looked forward to when starting a new coaching relationship or coaching program, and that was when I received my new coaching "welcome package" either digitally or through the mail. I just love welcome packages! Well, some of them...

In the past I have worked with really great coaches, who have truly been a major factor in why I am online and working in my dream business. And truth be told, the "welcome package" I received when first signing on with each of them weighed heavily on my "first impression" of coaching with them. This is why...

1. Good welcome packages leave a lasting impression of **professionalism**.
2. Informative welcome packages reinforce the fact that you are knowledgeable and indeed a **leading authority** on your topic.

3. Useful welcome packages **wet the client's appetite** for the coaching experience that will follow

4. Interesting welcome packages help **reinforce the client's decision to work with you**, and will help in client retention. Especially when you include information that can be referred to during the entire coaching process.

So if you currently offer or are in the middle of constructing a welcome package for your new clients, I strongly encourage you to **write and repurpose a group of your favorite articles** related to your coaching niche to add more value to your package.

1. **Write a new "welcome" article** which will be your general "welcome letter". I call this welcome letter an article because it should not just say "hello", but it should give your new coaching clients general information and bullet points on the issues that your coaching program will cover. It's basically a reminder of the "benefits" that each client will receive for signing up for your coaching program.

2. **Create a "checklist" article.** This screams that you are organized and that your program is well thought out. This checklist can cover general points that the coaching program will cover, or it can be a list of reading materials, resources, websites, etc. that will work in tandem with your program.

3. **Repurpose your favorite 3-5 articles** and create a "special report" for your new coaching clients on your topic. This special report or guide will add more perceived value to your course. In fact, if the report addresses a "hot button" of your clients then you could use it in your promotion materials as a "bonus" for joining your coaching program.

4. If you coach in modules or sections, you could **write an information and resource article to go along with each module.** (This is partly how my article marketing training program [Articology](#) was born:) Clients will love this, and again this is another element for adding value AND to retain clients.

Remember you can never add too much value to your coaching programs. Keep writing articles, bunch them into reports or guides, add them to your welcome package or course materials and watch your coaching client numbers soar!

PART 8

How To Create Coaching Bonuses Easily!

I was working with one of my retail clients who offers coaching courses to new business owners, and she had spent so much of her time and mental energy creating the wonderful course for her group of entrepreneurs, that she really had no time to design and create her own bonus products as reward for opting in, then paying for the group early, and so on and so on. She really needed to know **how to create coaching bonuses** for her clients fast and painlessly, and she asked me if I would do it!



Needless to say my answer was a big fat "nope", and that's because I have a million other things on my plate in my own business to do – but what I did do was show her how to do it **fast and easy using these little things** that she already had laying around on her hard drive - ARTICLES!

When you need to create a high-quality bonus for your coaching clients, and you rather not use someone else's material for whatever reason (perhaps you want your bonuses to stay on topic with your course), a great way to create one is to **bundle articles**. Here's your quick recipe...

1. Look for articles that you have on a topic that would **complement the rest of your course**, not replace or repeat the content already in your coaching.

Think of it as a section of your coaching program that you left out because there wasn't enough time to teach it, so you use it as a supplementary or "bonus" lesson.

2. If you do not have articles on these types of complementary topics, then carve out a little time on the weekend to write a few. You will **need about 7 articles** to make a high-quality and informative bonus.

3. You are going to create this bonus as you would any other PDF information product, so make sure to create a title page, table of contents, bio page, and any other type of offer you want to include as back matter (pages in the back) in this bonus PDF.

4. **Each article will serve as a chapter in your bonus.** That's why you need at least 7 articles to make it substantial. If the information is based on a really small niche where the information is really specific, then you can get away with 4-5 articles.

5. In order to make the articles not seem like individual articles, but as an entire seamless infoproduct, you will need to **create an intro paragraph or page**. This is an easy introduction to the topic, why you thought it was an important topic, what you will be teaching or explaining in the following chapters, how they can use this info in conjunction with what they learn in their coaching with you.

6. You **do not have to re-write your articles**. They serve as their own individual chapters. Just put them in an order that makes sense in your bonus.

7. To add even further value to the bonus, you can record yourself reading the bonus or discussing its contents with another person. You could also create a Powerpoint or Camtasia video of you again reading the article, but adding a

few visual elements or by adding a totally separate video that complements the contents of your bonus. Either way, **adding audio or video** to this bonus will further increase its perceived value to your clients.

8. You can create this bonus in Microsoft Word or a text editor first then convert it into a PDF. There are various programs other than Adobe Acrobat (which costs about \$100) with which you can do this for a lower price or for free. Just do a Google search.

If you own a Mac, you can create PDFs in the software called "Pages". Just create the document in Pages and choose the **share** then **export** selections to convert into a PDF file.

9. **Finally - hype it up!** Make sure you promote your bonus for the high quality and information packed product that it is, and if you really want to get some folks off the fence and on to making a decision about your coaching - then offer it as a time-sensitive bonus. Only 100 copies. Or only offer it for 7 days.

Whew, I just got myself excited, and I am off to making another little bonus goodie for some of my inner circle clients!

***As a side note, this guide was created with articles I have previously written, in about 60 minutes from start to finish! See how it easy it is:)**

SPECIAL OFFER

Ready To Learn How To Master Article Marketing Step-By-Step With Me As Your Head Coach?

“I can teach you how to write, publish, and create great passive income by writing articles. Learn More About My Award-Winning Article Marketing Training Course For Beginners - [ARTICOLOGY](#)”