

THE SHOW MUST GO ON COACHING BUSINESS BUILDING STRATEGIES

NOVEMBER 2024



**HAWTHORNE
UNION**

www.hawthorneunion.com

Define Client Value in ROI

Why It Matters: In our sessions, we ask clients define the objective and find the value at the end. Speak their data driven language by presenting tangible results that sets you apart and justify the investment in your services.

1. Create a baseline measurement system

- **Understand their ambitions** by using your open-ended coaching questions to find out what they really want.
Example: What does being a better leader mean to you?
- **Identify the impact** by bridging the goal to a measurable result. Productivity, team performance, time management, etc.
- **Guide the client** to define gauge of progress toward the result. Hours saved, increased revenue, fewer mistakes, etc.

2. Calculate ROI using this formula

- $ROI \% = \left(\frac{\text{Monetary gain} - \text{Cost of engagement}}{\text{Cost of engagement}} \right) \times 100$
- **Convert to into dollars** the benefit of the identified metrics. Losing and replacing an employee has a dollar value, usually 30% - 50% of that role's salary. Additional products made, sales achieved, or annual salary in hours.
- **Other example key metrics could be:**
 - Revenue growth
 - Time saved through improved productivity or stress reduction
 - Employee retention
 - Team Collaboration
 - Cost savings of improved processes

Strategic Technology Integration

Why It Matters: Don't just jump on the AI hype train, proper tech integration enhances your ability to focus on delivering your coaching service. Customize workflows with your authentic voice and personal touch to increase your engagement's value.

1. Essential Tech Stack

- **Scheduling**

Where to start: [Calendly](#) for automated booking

- **Session Enhancement**

Where to start: [Fathom](#) for AI note-taking

- **Content Creation**

Where to start: [Descript](#) for transcribing and video

[Claude](#) for brainstorming and writing

- **Financial Management**

Where to start: [Square](#) for payments and invoice

[Quickbooks](#) for detailed bookkeeping

- **Progress Tracking Visualization**

Where to start: [A.Tools](#) for charts and calculators

2. Implementation Checklist

- ☐ Set up automated calendar scheduling
- ☐ Activate session recording system
- ☐ Create automated invoicing
- ☐ Establish progress tracking dashboard template
- ☐ Test all systems with a pilot client

Tiered Service Packaging

Why It Matters: Give multiple entry points that attract diverse types of clients with clear and easy upgrade paths.

Sample Structure:

Discovery Package (Entry Level)

1. 3-month commitment
2. Bi-weekly 50-minute sessions
3. Basic progress tracking

Price point: \$X

Growth Package (Mid-Tier)

1. 6-month commitment
2. Bi-weekly 50-minute sessions
3. Advanced progress tracking
4. Behavior Assessment

Price point: \$Y

Executive Package (Premium)

1. 12-month commitment
2. Bi-weekly 55-minute sessions
3. 24-7 Email support
4. Behavior Assessment
5. Quarterly strategy review
6. Custom ROI report
7. 360 Feedback

Price point: \$Z

Focused Marketing Strategy

Why It Matters: Concentrated effort on one platform yields better results than spreading yourself thin. While all platforms will try to get you to purchase ads, start with building a baseline of content and getting to know that platform before moving into advanced marketing tactics.

Platform Selection Guide:

1. Think about where your ideal clients spend time. Consider bigger picture than just at work. Even VP's and Entrepreneurs browse Facebook, others get sent TikToks from kids or friends.
 - **LinkedIn:** Business focused, people looking for industry connections and career changes.
 - **Facebook:** Widest reach, generally considered for older audiences.
 - **Instagram:** Users have moved resharing posts and viewing content on Reels.
 - **YouTube:** Considered one of the biggest platforms users go to search next to google.
 - They can all work, just choose ONE primary platform to focus on.

2. Create content calendar focused on:

1. Thought leadership
2. Client success stories
3. Industry insights
4. Behind-the-scenes glimpses
5. Quick actionable steps and tips

Content Ratio:

60%
Education

20%
Social Proof

20%
Promotional

Strategic Partnerships

Why It Matters: Partnerships expand reach and credibility while sharing resources. When you are a guest on a podcast or your post is reshared by someone else, you are accessing their network. Aim for mutual win-win benefit here. Here are some areas to find people that you could potentially partner with.

1. Partnerships Types to Pursue

Complimentary Services

- **HR Consultants**

Where to start: Executive Search/Recruiting
Employee Benefits Advisors

- **Business Strategists**

Where to start: Industry specific firms for small business

- **Leadership Development**

Where to start: Local colleges and Universities
Teambuilding locations

2. Industries and Local chapters

- **Professional**

Where to start: SHRM
ATD

- **Small Business Support**

Where to start: Chamber of Commerce
Small business development center
SCORE

Guide 1: Setting Up Your ROI Measurement System

Proactive ROI measurement on the clients' terms is a sales technique to improve client retention, have premium pricing, or keeping corporate engagements. You can use examples of successful ROI (without breaking confidentiality) by building ROI measurements into new and existing clients.

Step 1: Initial Client Assessment

Pull from your coaching agreement or reclarify in next session:

- Current state metrics
- Key performance indicators
- Set measurable goals

Step 2: Create Tracking System

It doesn't have to be complicated; you can use google sheets to get started.

- Client: [Name]
- Period: [Month Year]
- Key Wins: - [Specific achievement tied to initial goals] -
[Measurable progress point]
[Business impact observation]
- ROI Indicators: - [Metric 1]: [X]% improvement
[Metric 2]: [Y] hours saved
[Metric 3]: \$[Z] impact
- Focus Areas: - [Priority 1]
[Priority 2]
[Priority 3]

Step 3: Regular Measurement

- Conduct monthly progress reviews
- Update metrics
- Adjust goals as needed

Step 4: Report Creation

- Send monthly progress reports with comparison to previous month
- Create visual representations of progress
- Highlight key wins and areas for improvement

Guide 2: Discovery Call Excellence

Discovery calls are where you are doing less of the telling— leaning on your coaching skill to listen and pull the reasons they should want to work with you. It's your first connection with the client, don't limit it to just sales talk.

Step 1: Pre-Call Prep

To help direct questions and have essential context research:

- LinkedIn profile and check for any mutual connections
- Company website
- Industry trends
- Information given in emails or on booking form
- Have good lighting and professional background on your video calls

Step 2: Call Structure

Clients may start with a specific ask, but your role as a coach is to go deeper into motivations, desires, and opportunities.

First 10 minutes

- Build rapport, set the tone and purpose to reach at the end of the call.
- "The objective of our call today is for you to have clarity if it makes sense for us to work together."
- "What inspired you to explore coaching? Why now?"

Middle 25 minutes

- Restate the current situation, focus on future vision, and the gaps to address in coaching
- "What would it look like if you solved that 6 months from now?"
- "How would you be different if you were successful?"
- "What happens if nothing changes?"

Final 10 minutes

- Share how your coaching and proposed solution addresses the gap
- "Based on what you've said, I recommend X package"
- "The investment is Y and includes Z, would you like to walk through the details?"

Step 3: Handle Responses

"I need to think about it"

Response: "Of course, this is an important decision. What additional information would be helpful for your decision-making process?"

"Your rates are higher..."

Response: "I understand budget is an important consideration. Here's how my coaching process delivers value and ROI..."

Quick Launch Implementation Checklist

Week 1:

- ☐ Set up basic tech stack
- ☐ Create service packages
- ☐ Design ROI tracking system

Week 2:

- ☐ Develop content calendar
- ☐ Create custom email templates
- ☐ Set up visual progress tracking system

Week 3:

- ☐ Identify partnership opportunities
- ☐ Write out client discovery and onboarding process
- ☐ Test all systems with pilot client

Week 4:

- ☐ Start focused marketing campaign
- ☐ Begin partnership outreach
- ☐ Implement ROI tracking with existing clients

Additional Resources

- [ROI of Coaching in 2024](#)
- [Executive Dashboard](#)
- [Content Calendar Template](#)
- [A.Tools free online tools and generators](#)

Remember:

Start where you are. Use what you have. Do what you can.

—Arthur Ashe

