



MICHAEL POPE



Be A DO-ER:

MARKET WITH PURPOSE

**Combining Traditional
Marketing and Social
Media Strategies to
Elevate Your Career
Coaching Practice**



MICHAEL POPE



Michael Pope

**“I’m Passionate About Helping High-Achievers
Break Free From Hesitation And Take Bold Action”**



- 30 Year IT Professional / Software Developer
- Maxwell Leadership Certified Speaker, Trainer and Coach
- Known as “The Coach’s Tech Guy”
- Passionate About:
 - Technology
 - Personal Development
 - Leadership
 - Adding Value To Others
 - Faith, Family and Fitness

WHAT IS YOUR DEFINITION OF MARKETING?



WHAT IS MARKETING?

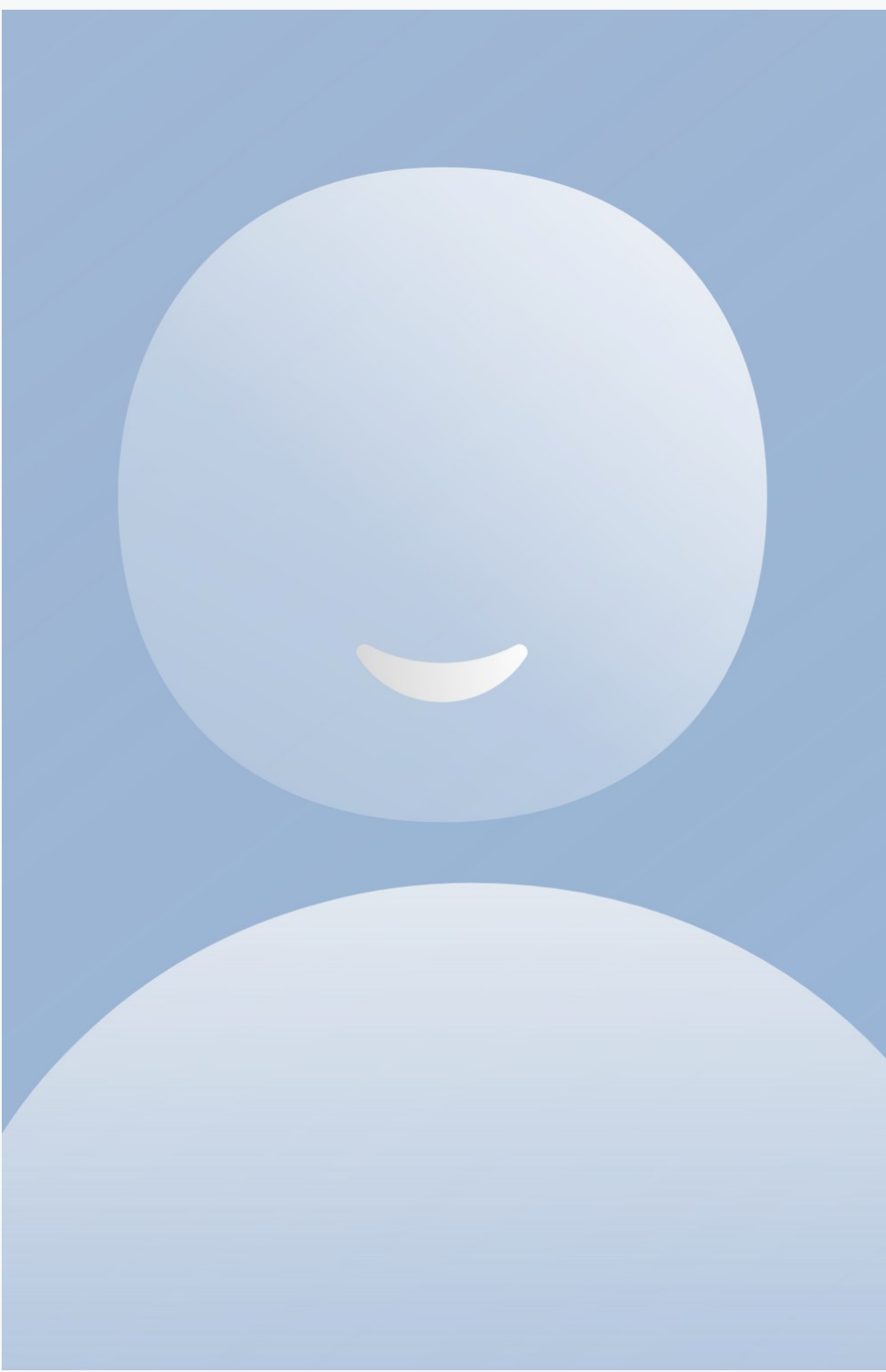


**“MARKETING IS YOU SHOWING
YOUR AVATAR HOW YOU CAN
UNIQUELY ADD VALUE
to THEM , OVER AND OVER”**



YOU

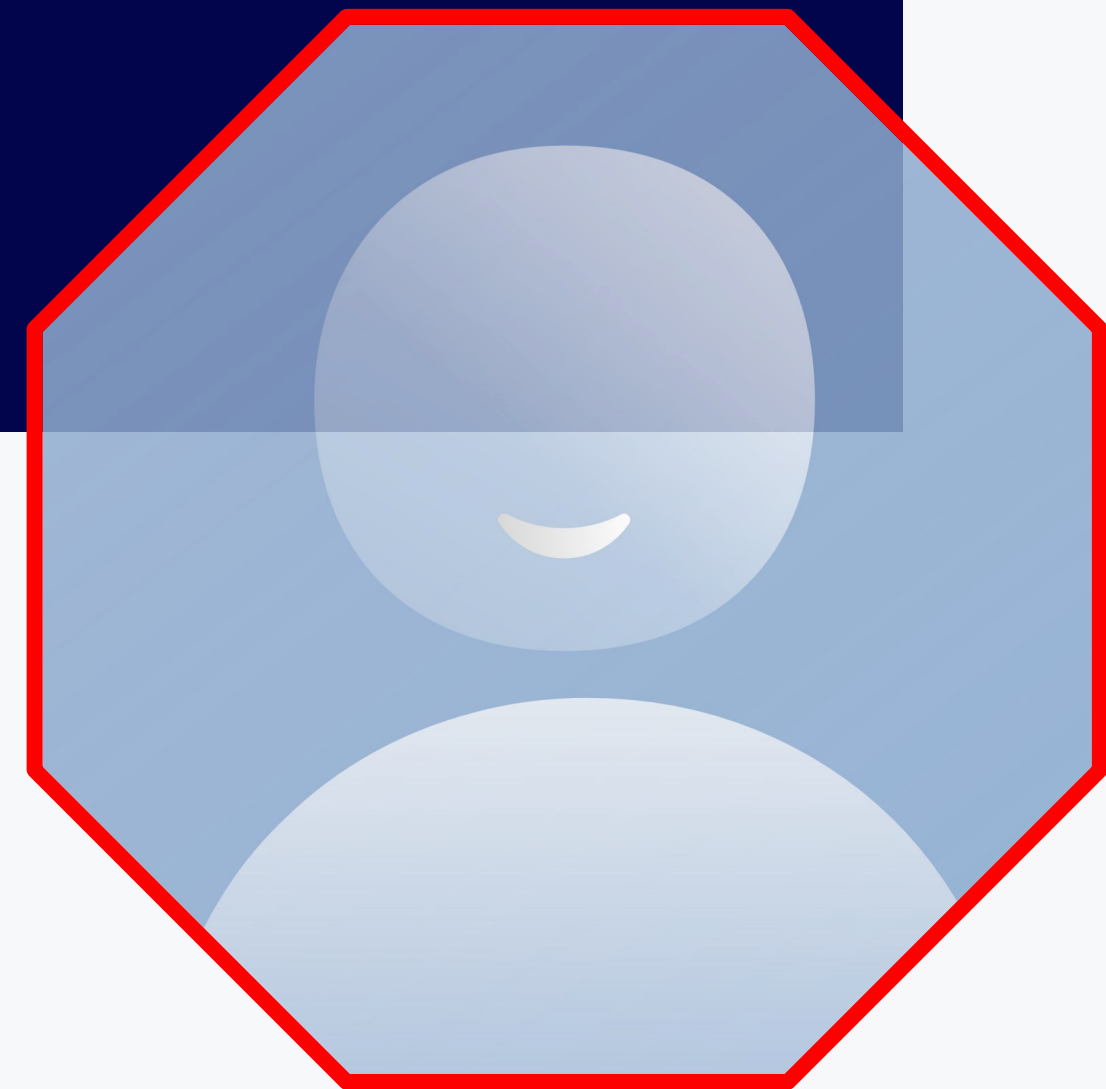
**What Stops You
From Marketing
Yourself
Consistently?**



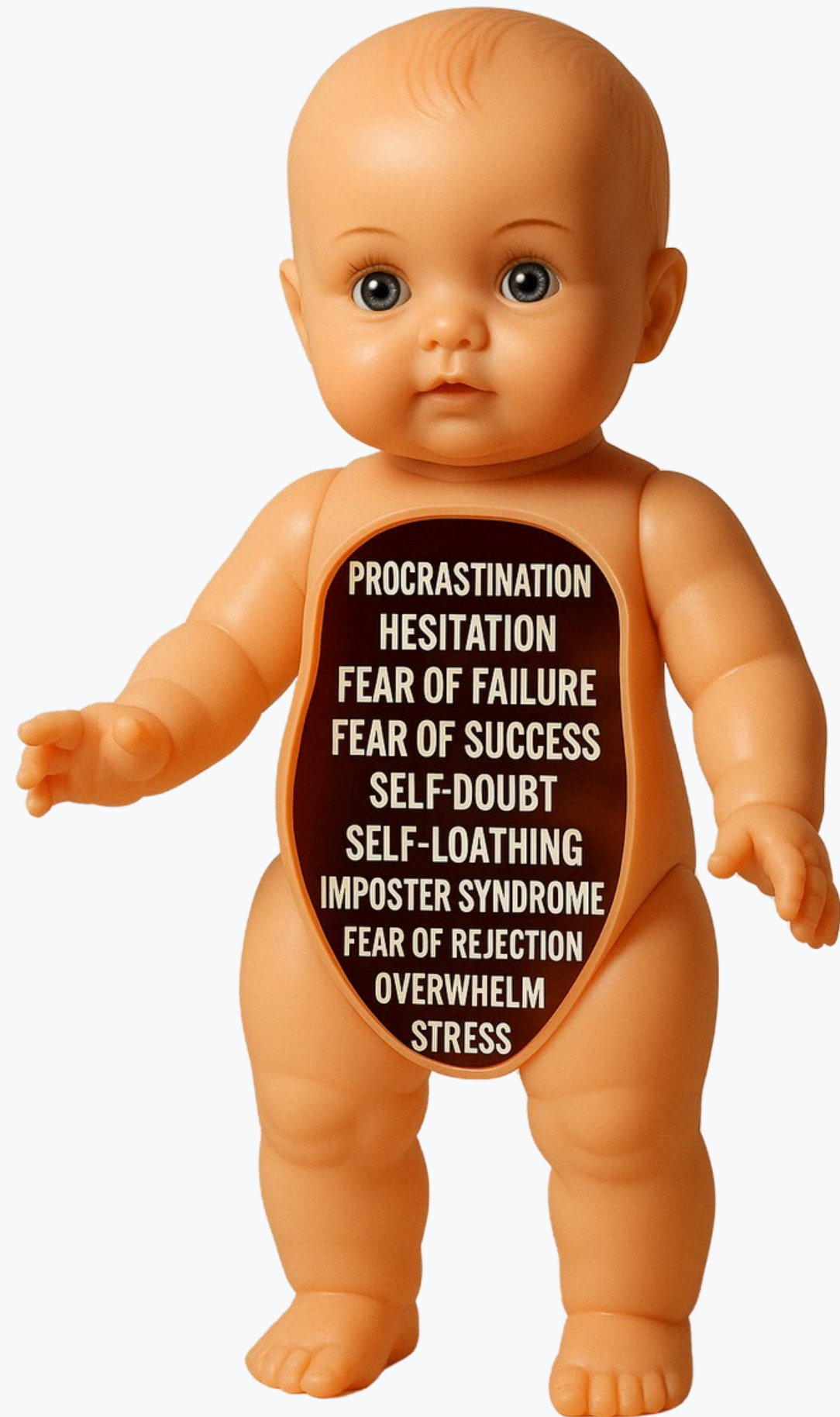
MOST

1 Thing that stops **coaches** from Marketing Themselves

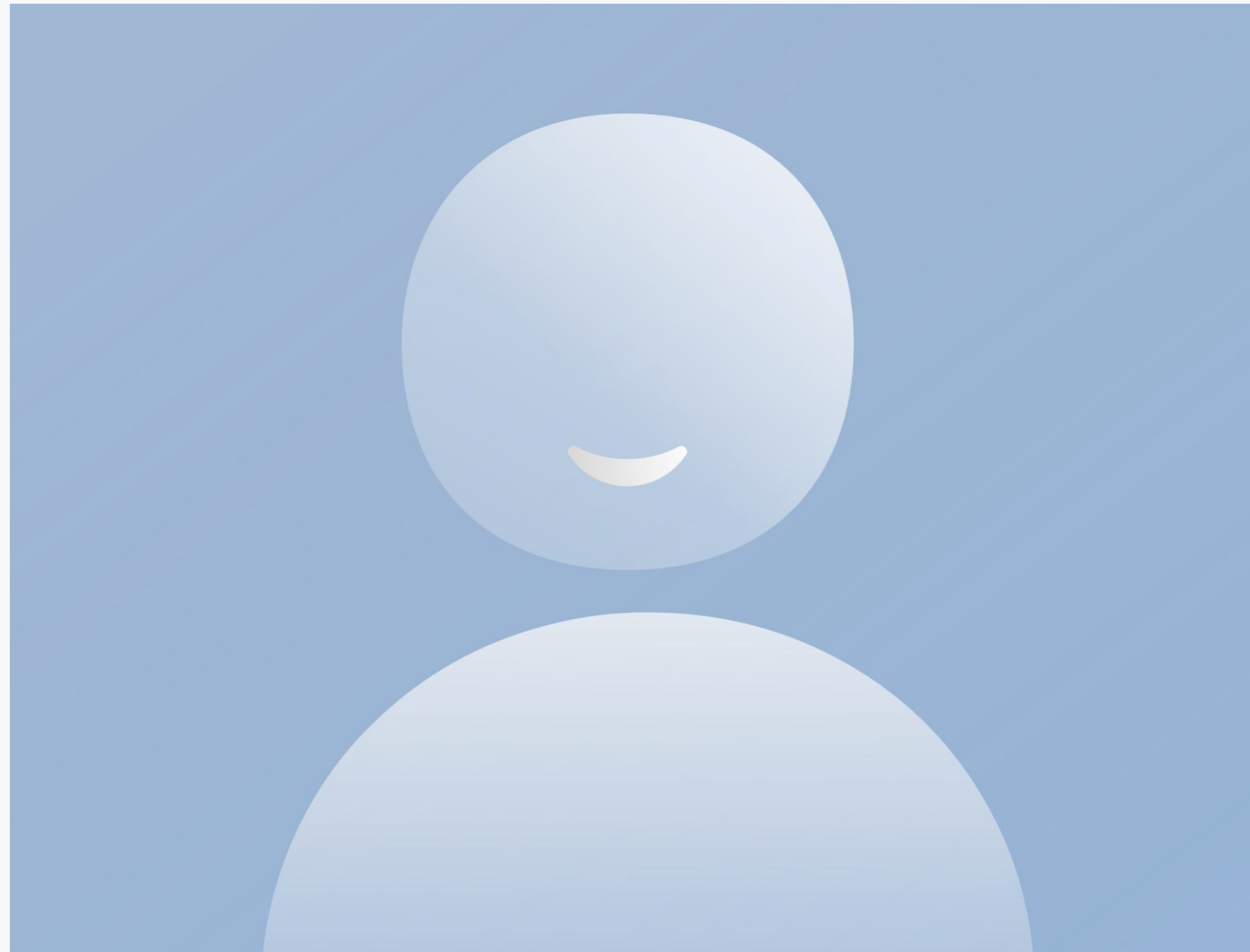
**Fear of
Self-
Promotion**

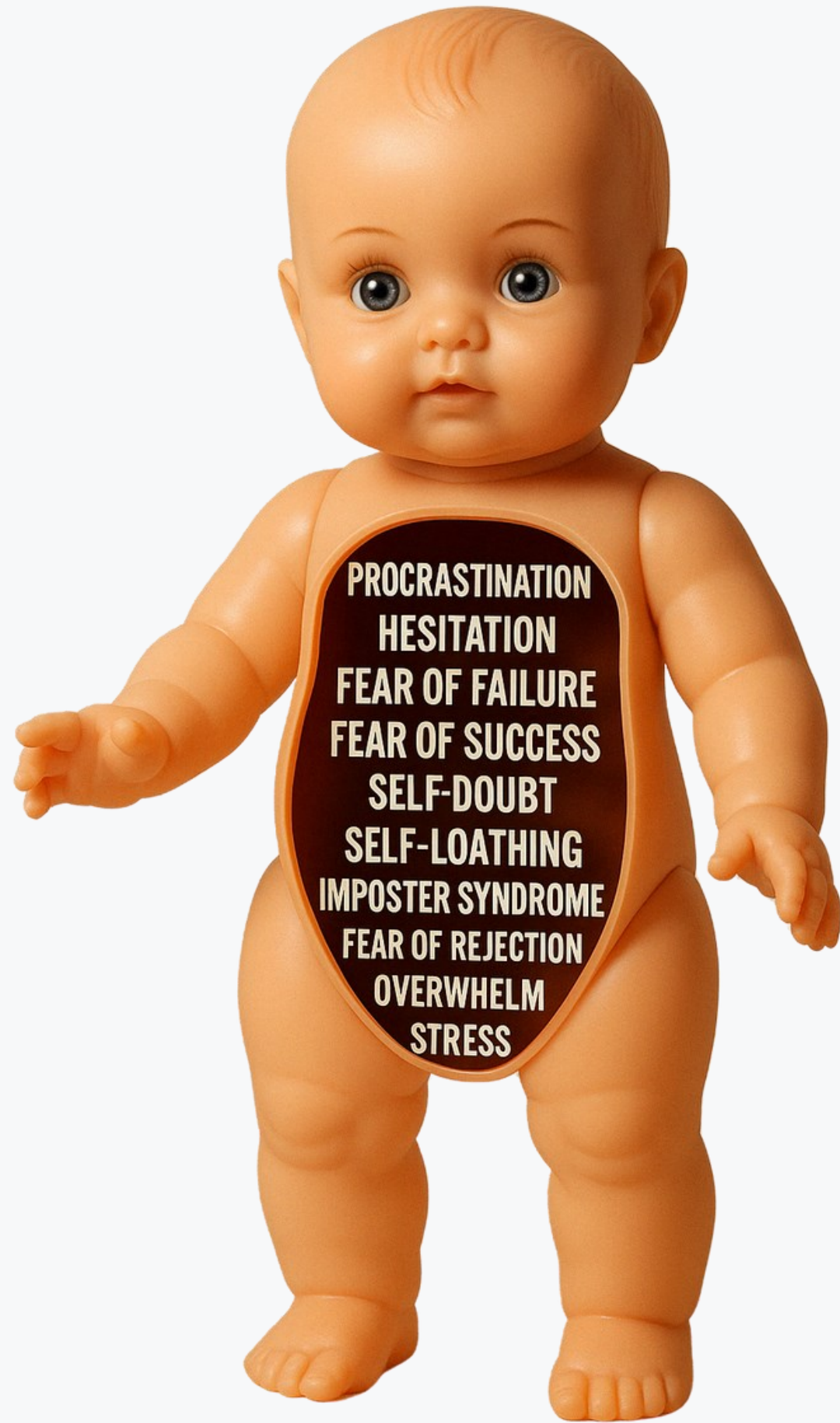


WHAT'S BEHIND YOUR FEAR OF SELF-PROMOTION?



TOXIC 10 / FATAL 10/ THIEVES OF OUR DREAMS





S.T.O.P

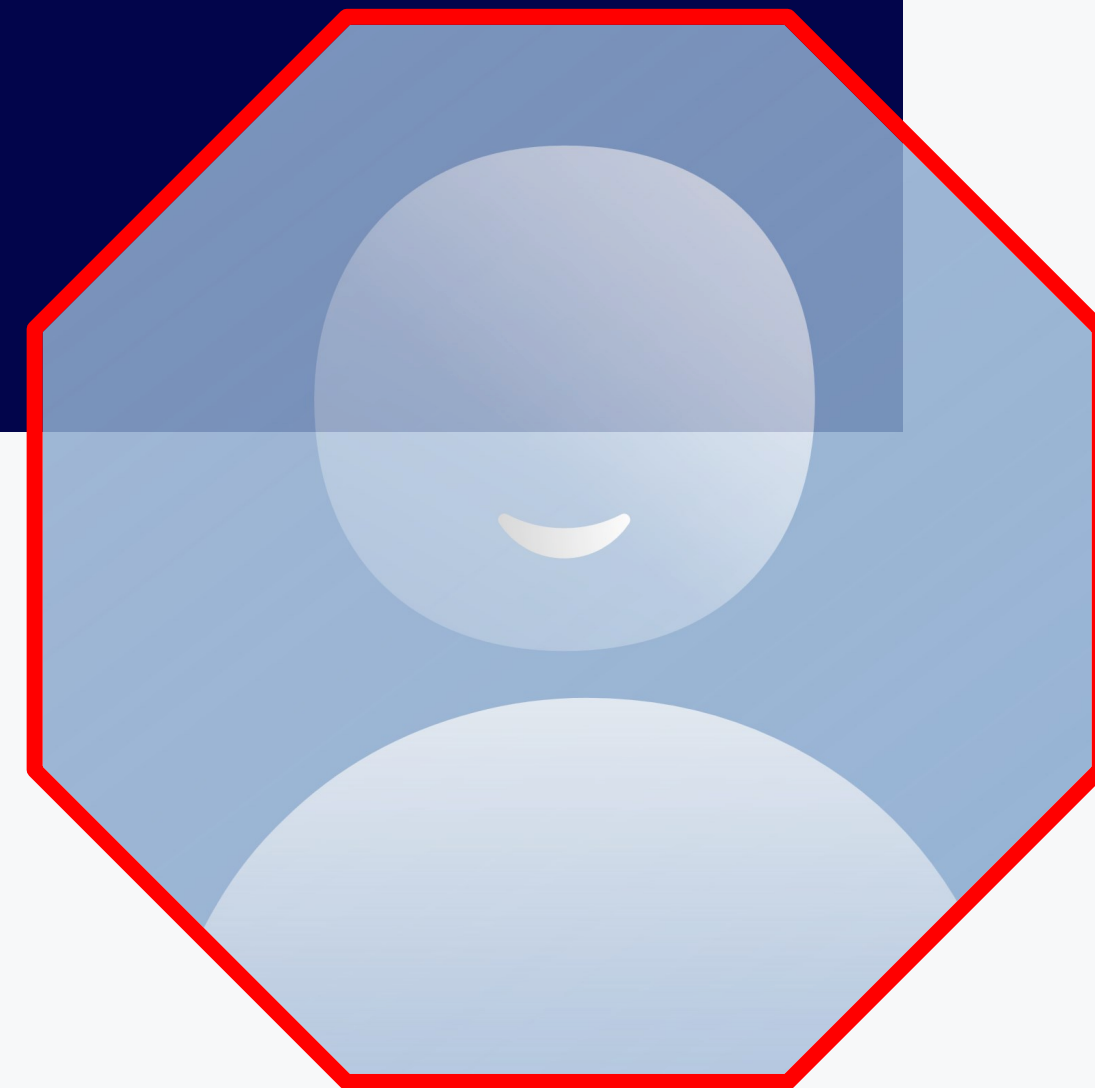
- 1. S**ay It: **STOP!** (Pattern Interrupt)
- 2. T**ake a deep breath / move
- 3. O**utcome (Focus on what you want)
 - a. Take Immediate Action**
- 4. P**raise Yourself (Reward)



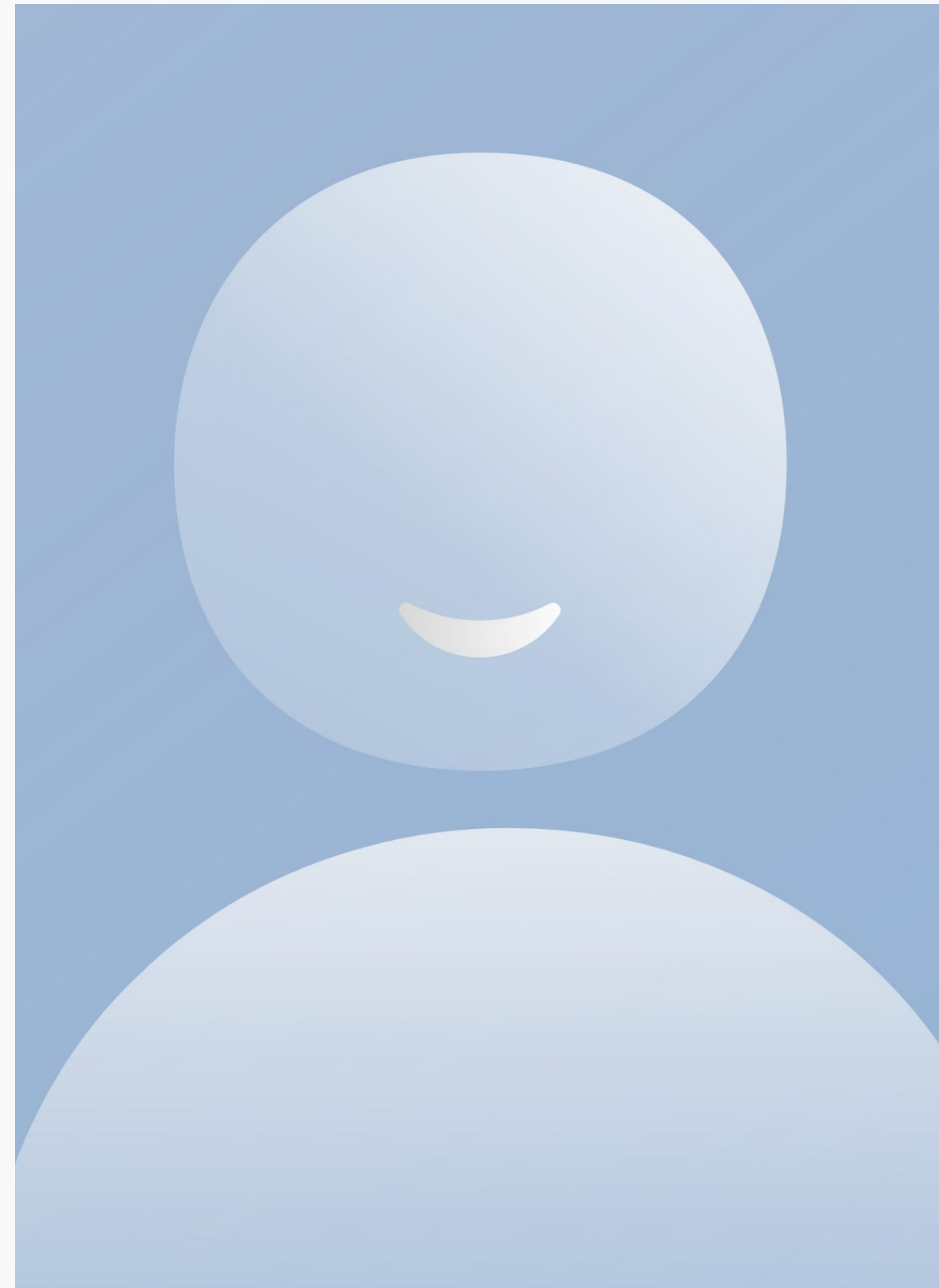
ELIMINATE THE FEAR WHILE IT'S A BABY

MOST
2nd Thing that stops coaches
from Marketing Themselves

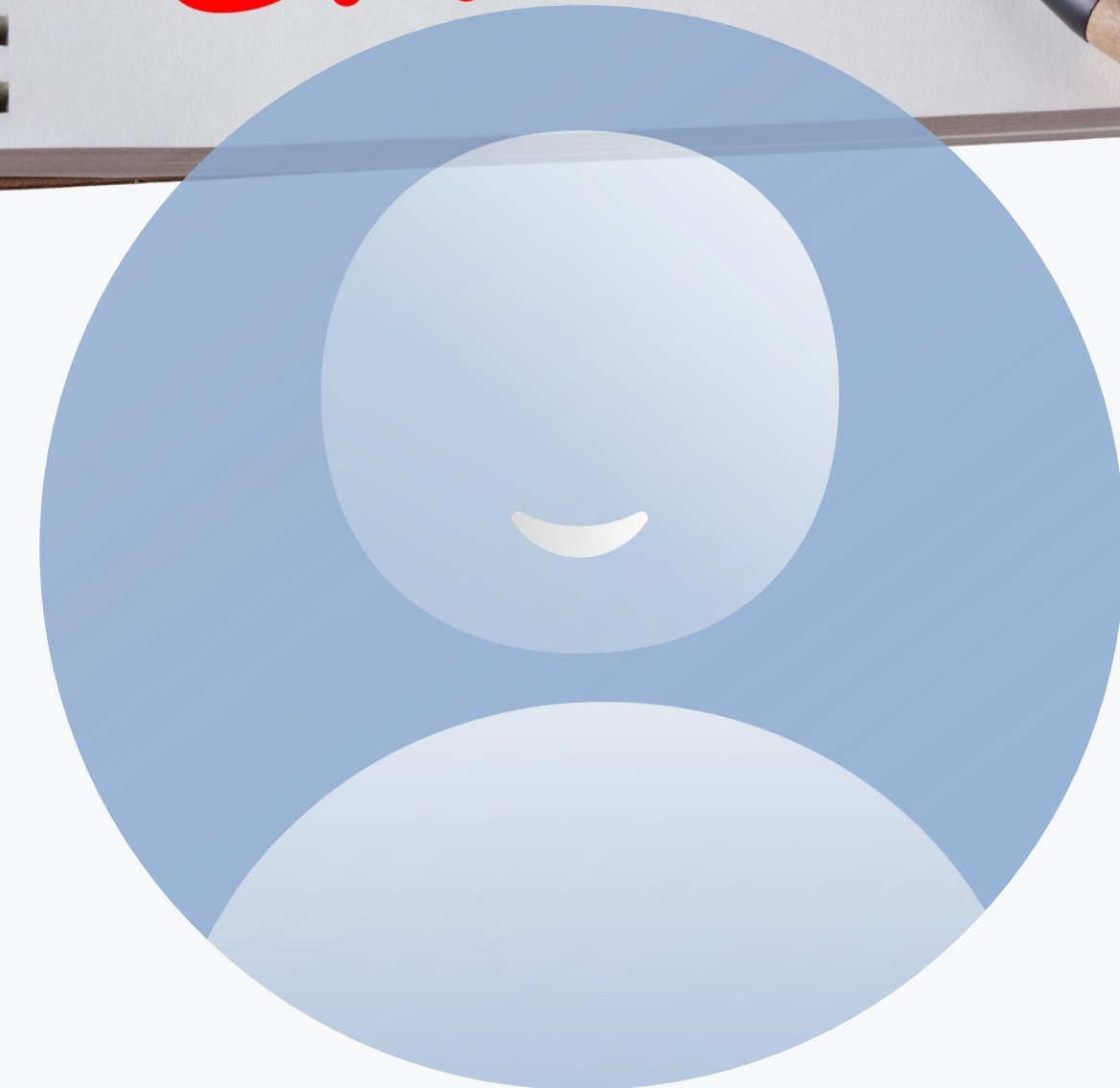
**Fear of
Asking For**



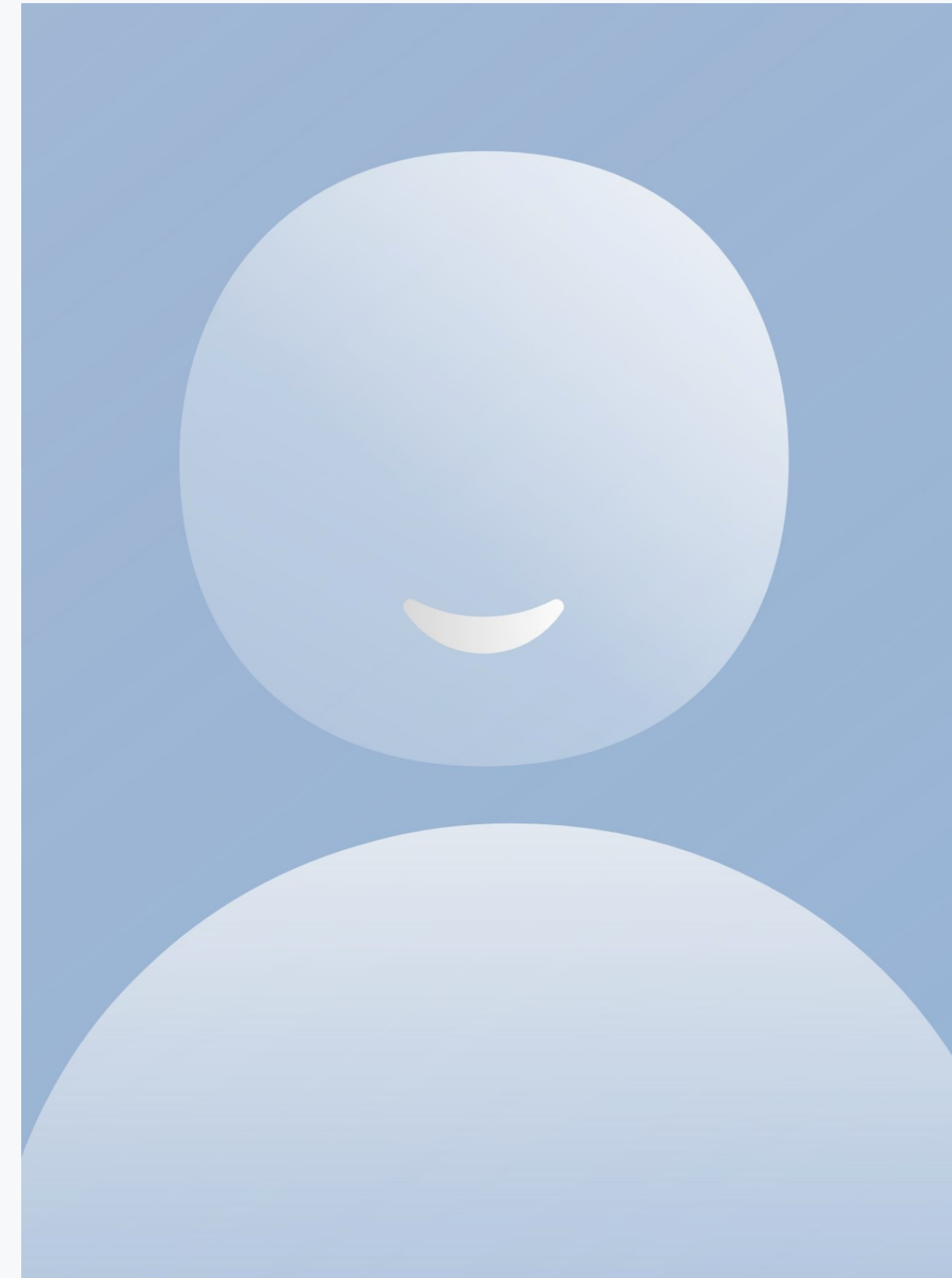
WRITE DOWN 5 REASONS WHY SOMEONE SHOULD HIRE YOU AS A COACH / SPEAKER



WRITE DOWN 5 REASONS WHY SOMEONE SHOULD HIRE YOU AS A COACH / SPEAKER



4 CHOICES FOR BEING A DO-ER IN MARKETING



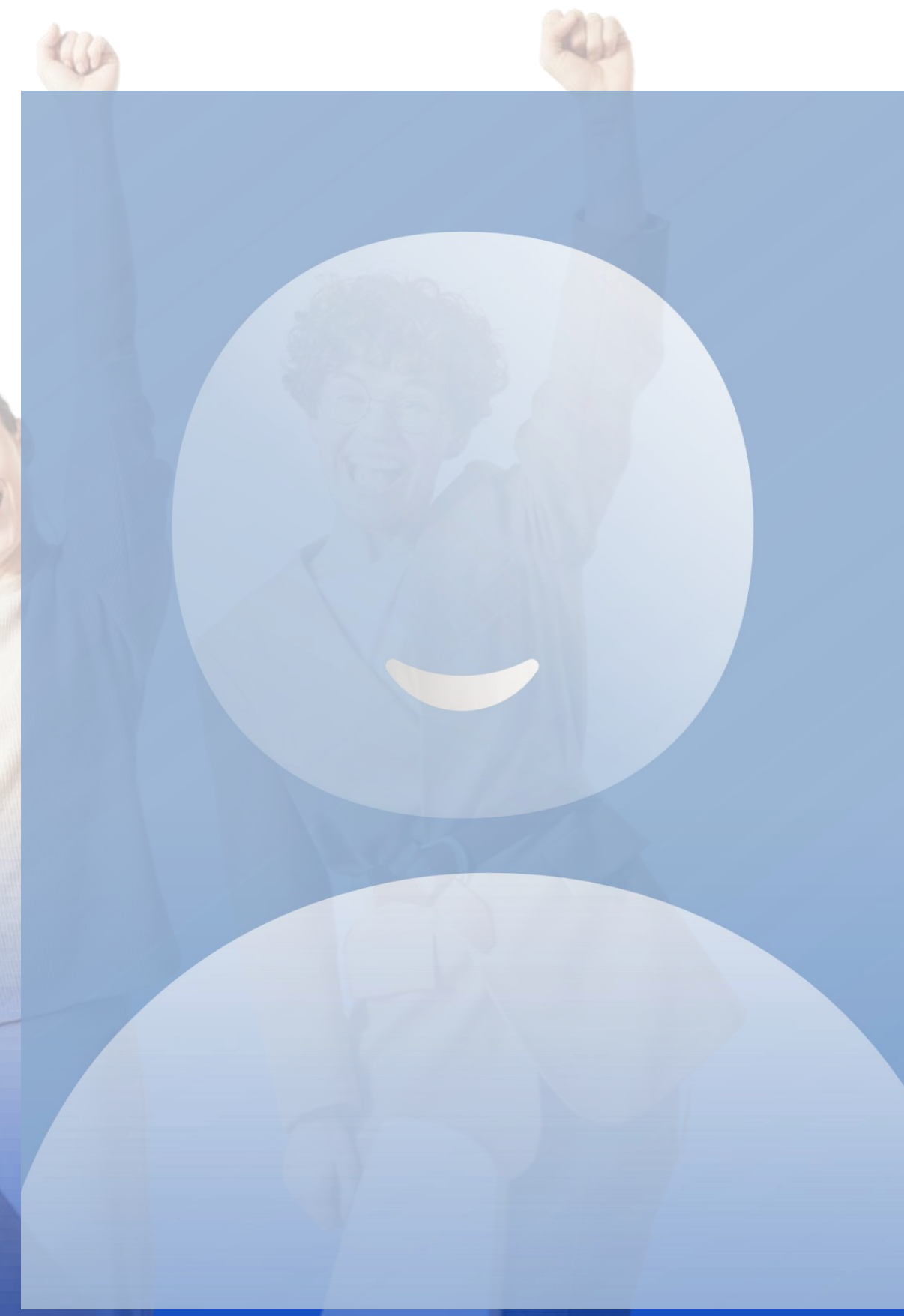
Choice #1:

Daily Value



Choice #1: Daily Value

"Visibility is built **one daily value-add** at a time. When you show up daily—whether online or offline—**you stay top of mind.** And staying top of mind **creates opportunities.**"



Choice #1: Daily Value

Offline / In-Person Opportunities

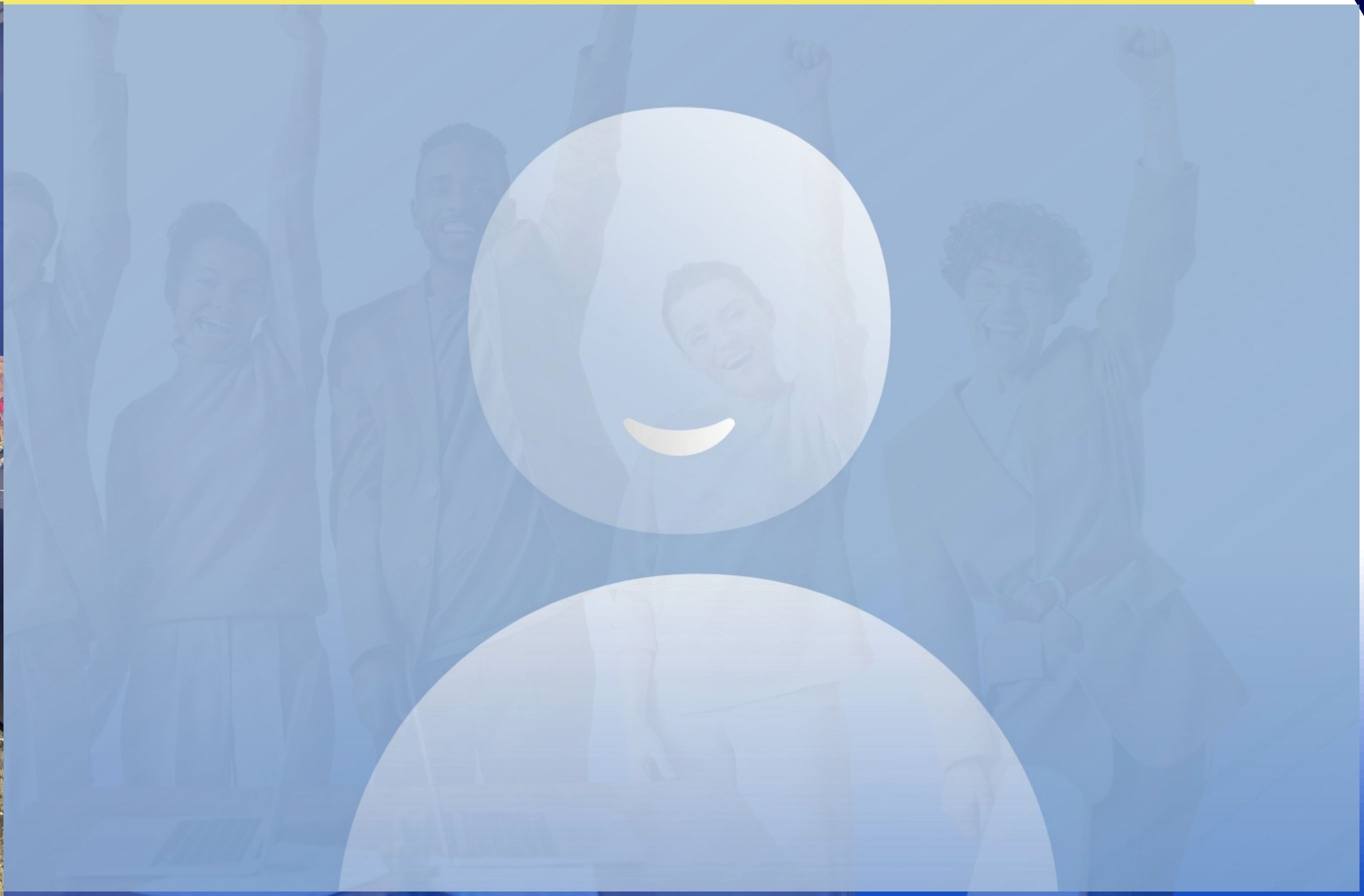
1. Attend Networking Events

- Local Business Events
- Chamber Meetings
- Toastmasters

Goal: Add value to 1 to 3 people





Choice #1: Daily Value




Choice #1: Daily Value

MICHAEL POPE
SPEAKER, COACH & TRAINER



I empower organizations and high-achieving professionals to break free from hesitation and take bold action through engaging presentations on marketing, personal growth, leadership, and technology.


- International Keynote Speaker
- Expert Corporate Trainer
- Lunch & Learn Session Leader
- Engaging Breakout Session Facilitator
- Dynamic Virtual Presenter



WWW.MICHAELPOPETRAINING.COM

MICHAEL POPE
7 STRATEGIES FOR WINNING THE DAY

- 1. Start with Intention**
 - Before the day begins, decide what winning looks like for you.
 - Ask: What are 1-3 wins I want to walk away with today?
- 2. Choose Your Attitude on Purpose**
 - Your mindset sets the tone for everything.
- 3. Take Action Before You Feel Ready**
 - Don't wait for motivation—create it.
 - Start your day with one bold move that builds momentum.
- 4. Align with Your Identity**
 - Act like the person you're becoming.
 - Ask: What would the highest version of me do next?
- 5. Protect Your Priorities**
 - If everything is urgent, nothing is important.
- 6. Pause and Reset When Needed**
 - Bad moment? Don't turn it into a bad day.
 - Take a breath. Refocus. You can restart your energy anytime.
- 7. Reflect and Reset Daily**
 - End the day with gratitude and growth:
 - What did I do well?
 - Where can I improve?
 - What will I carry into tomorrow?



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Speaker | Coach | Trainer



"Speak To Me Today, so That I Can Speak For You Tomorrow"



MICHAEL J. POPE JR.
Michael Pope Training, LLC

Speaker | Coach | Trainer

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MICHAEL J. POPE JR.
Michael Pope Training, LLC

Choice #1: Daily Value

Offline / In-Person Opportunities

2. Schedule 1:1 Coffee Chats

- Former Clients
- Colleagues
- Referrals

Goal: Informal catch-up and add value



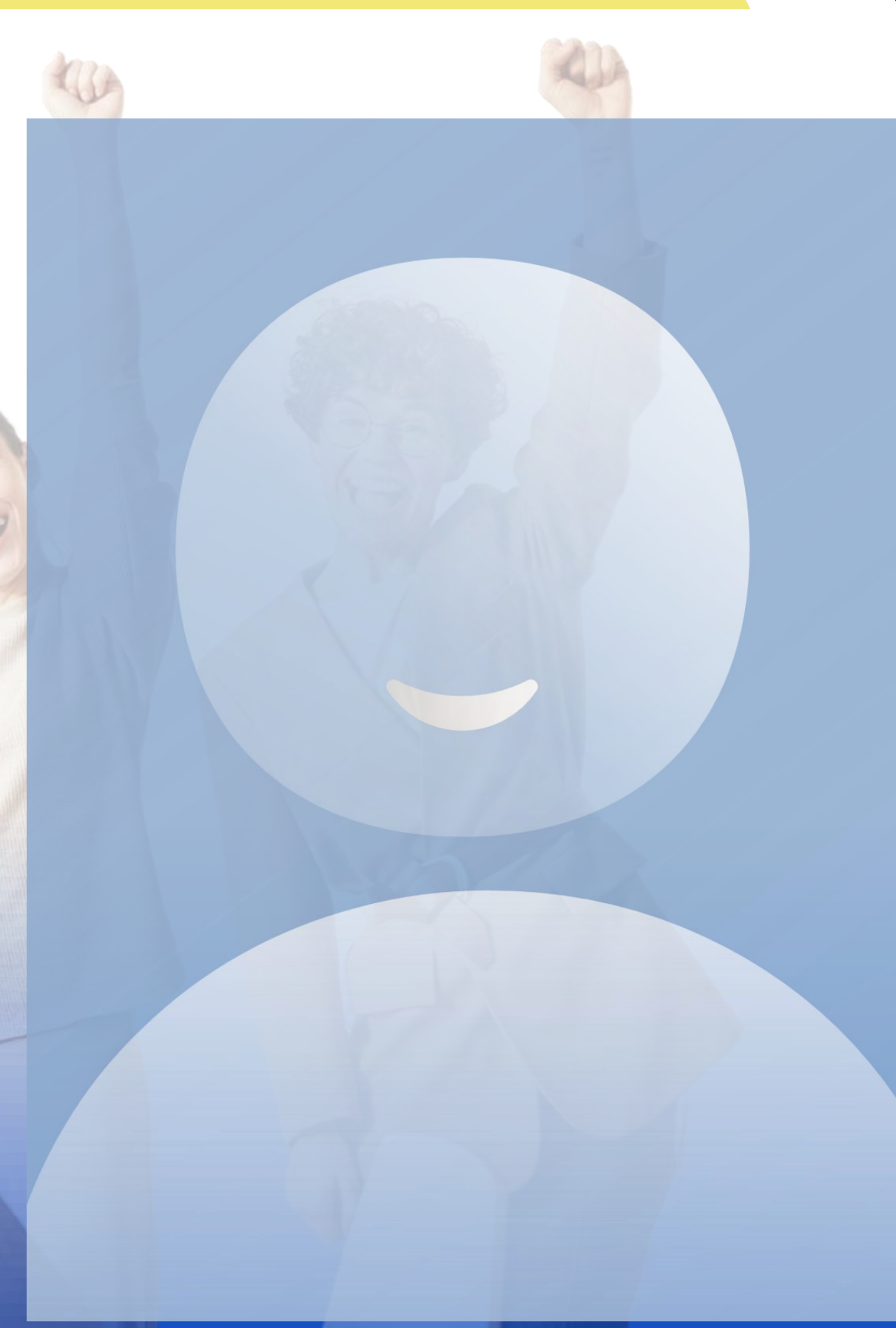
Choice #1: Daily Value

Offline / In-Person Opportunities

3. Follow-up Phone Call or Text

- Personal “Thinking of you”
- Quick check-in
- Offer support

Goal: Remind them that you care about them



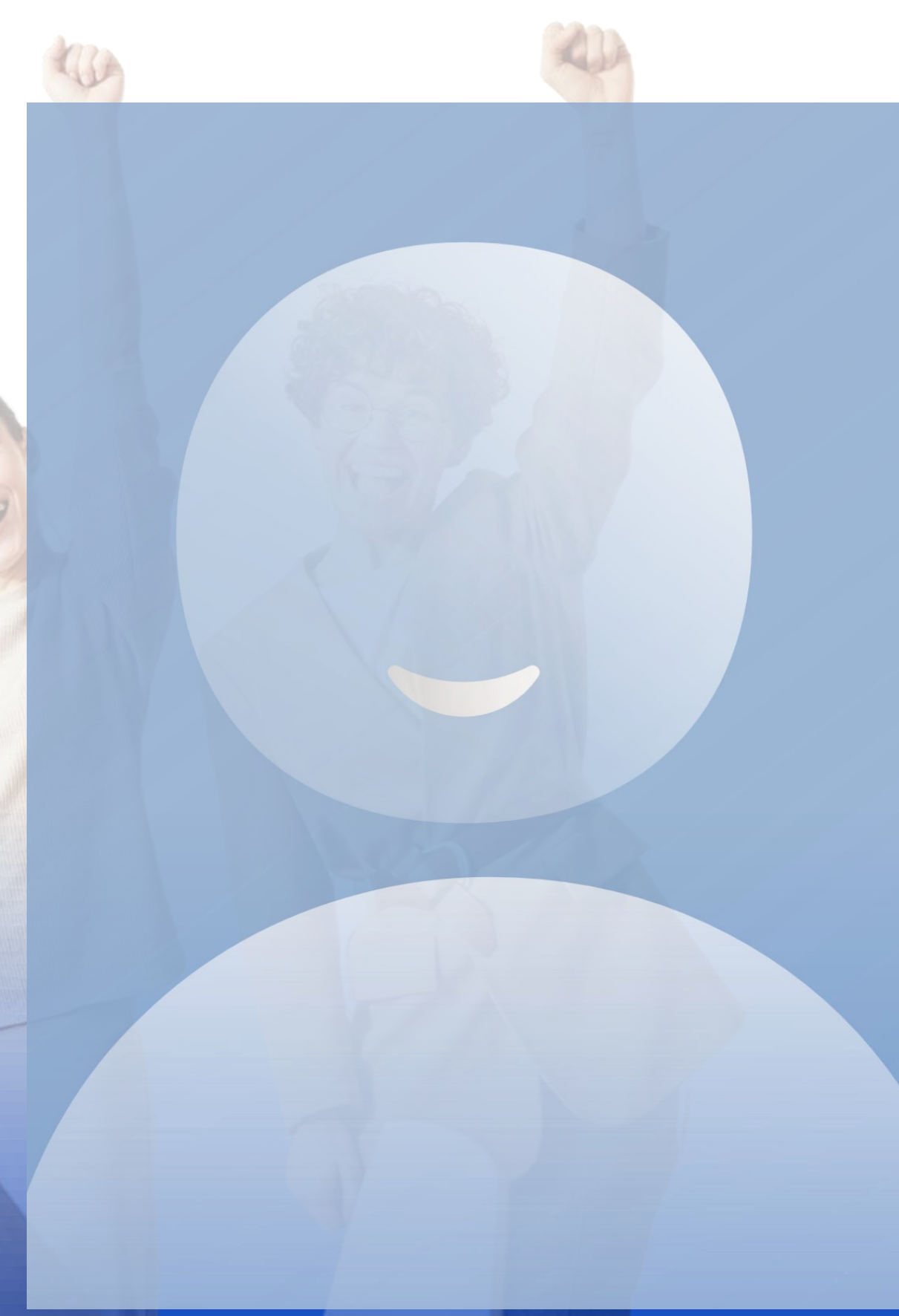
Choice #1: Daily Value

Online Opportunities

1. Share Value Based Content

- Insightful Videos
- Quick Tips
- Value based resources

Goal: Add value and remind them what you do



Choice #1: Daily Value

Online Opportunities

2. Share Client Wins / Aha!

- Highlight success stories
- Before / After
- Breakthrough Moments

Goal: Build authority and provide inspiration



Choice #1: Daily Value

Online Opportunities

3. Host Value Based Training

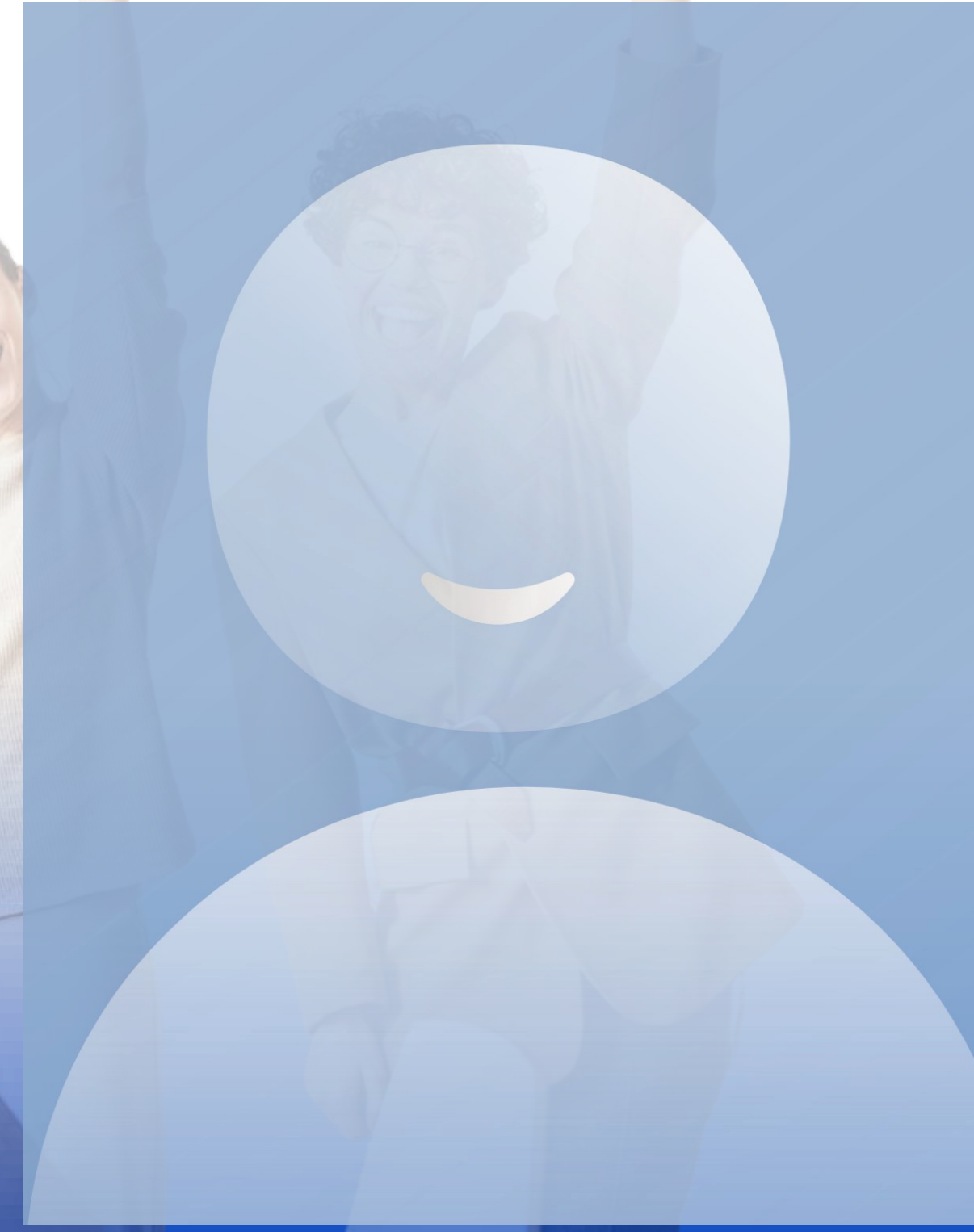
- Mini Webinars / Workshops
- Live Stream
- Create Winning The Day Moments

Goal: Remind them that you can solve their problem

Choice #1: Daily Value

Who will you add value to TODAY?

“The fastest path to business growth is becoming known as someone who consistently adds value. Do that daily, and doors open.”



Choice #2:

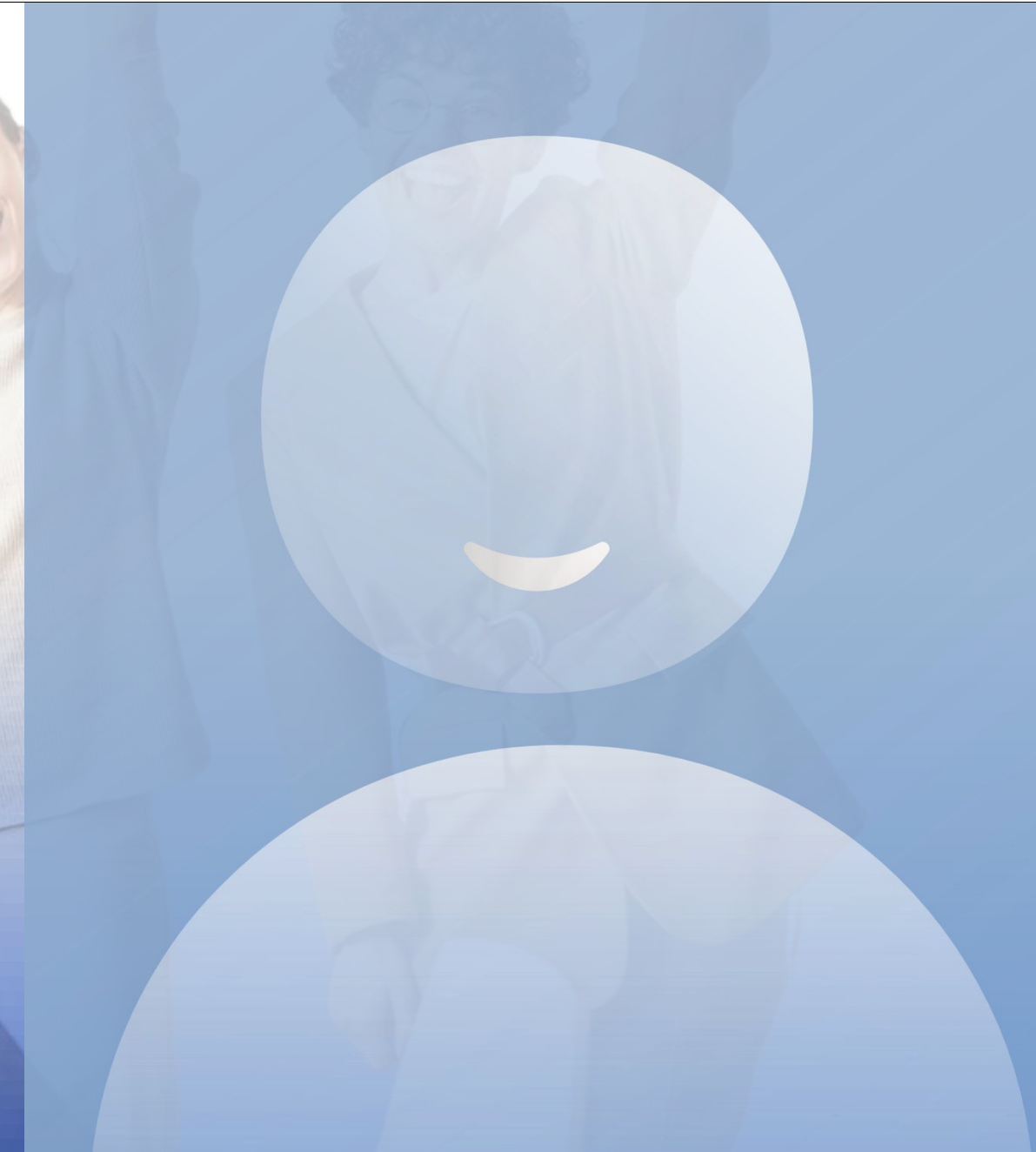
**Optimize
Your Digital
Footprint**



Choice #2: Optimize Digital



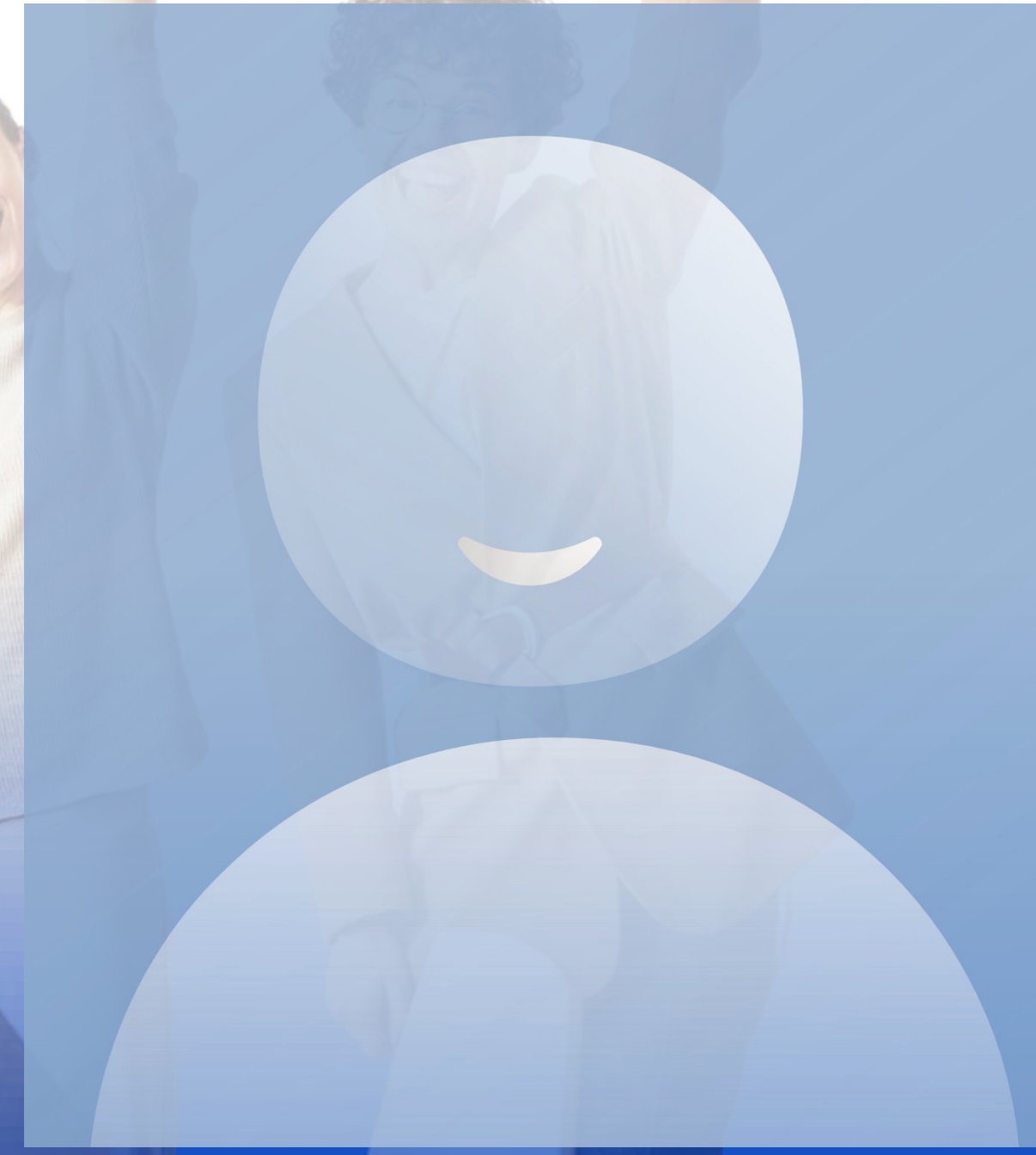
“When someone
Googles your name and
your expertise, what
shows up? If you don’t
control your digital
footprint, Google will.”



Choice #2: Optimize Digital

Why Your Digital Footprint Matters:

- People research you before contacting you.
- Speaking bureaus, podcast hosts, and event planners check your online presence.
- A weak footprint creates hesitation and lost opportunities.



Choice #2: Optimize Digital

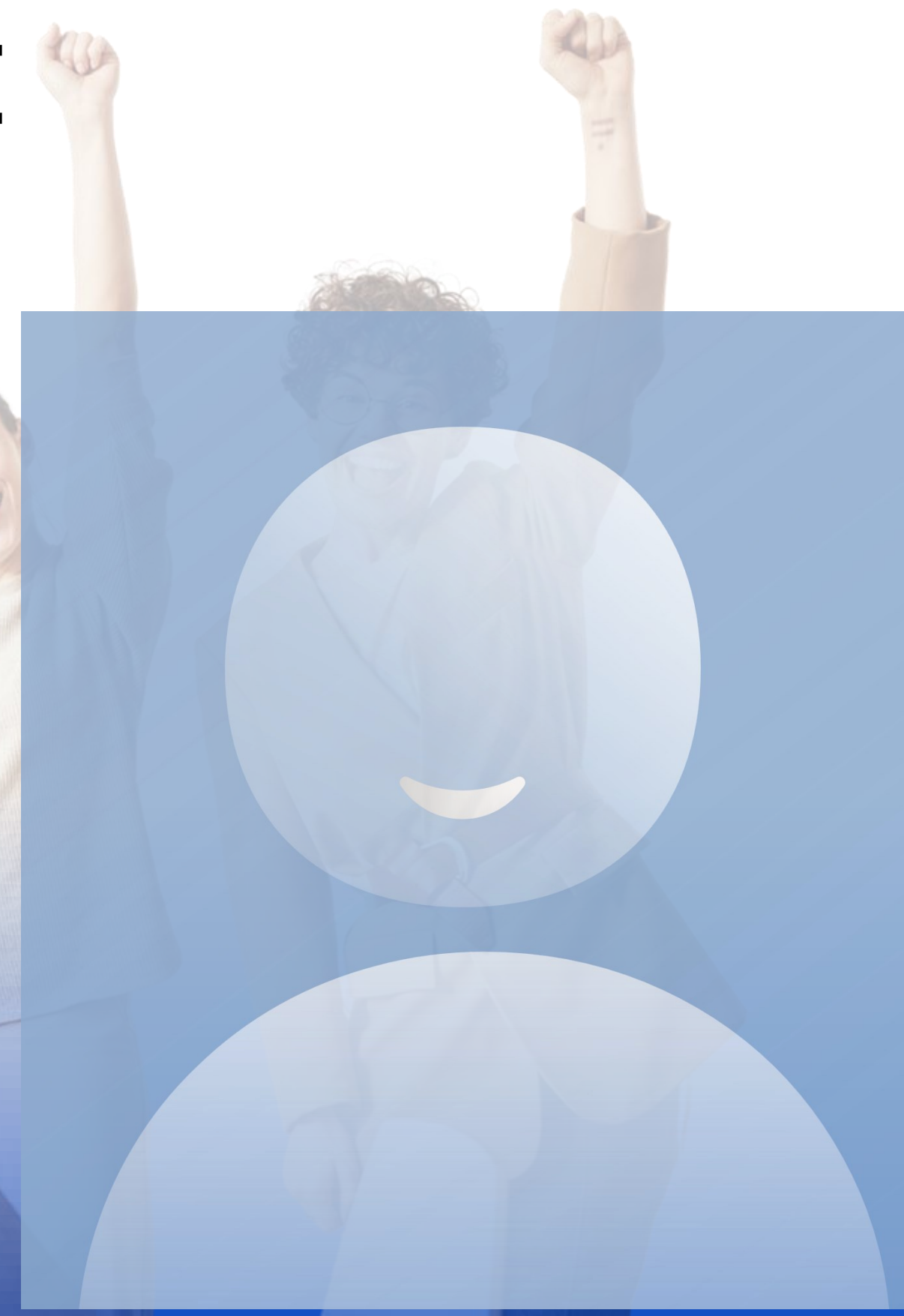


Audit Your Digital Footprint

1. Open an Incognito / Private Browser
2. Google "Your Name" + Coaching
3. Google "Your Name" + Leadership Speaker
4. Your Name + City/Area + Coach

“What shows up?”

Is it what you *want* people to see?”



Choice #2: Optimize Digital



Optimize LinkedIn



MICHAEL J. POPE, JR.
INTERNATIONAL SPEAKER, COACH & TRAINER

I HELP HIGH-ACHIEVERS BREAK FREE FROM HESITATION AND STEP BOLDLY INTO ACTION

Michael J Pope Jr Keynote Speaker

I Help High-Achievers Break Free from Hesitation and Step Boldly Into Action with Confidence. International Keynote Speaker Coach & Trainer |Executive Director For Maxwell Leadership and a Neuroencoding Specialist.

Cincinnati Metropolitan Area · [Contact info](#)

[2-Minute Productivity Quiz](#)

5,301 followers · 500+ connections

Michael Pope Training

North Carolina Agricultural and Technical State University



Choice #2: Optimize Digital



Choice #2: Optimize Digital



Optimize Google Business Profile

All Images Videos Short videos News Forums Shopping More Tools

michaelpopetraining.com
<https://michaelpopetraining.com>

Michael Pope Training, LLC Empowering professionals

Michael Pope is a highly accomplished International Maxwell Leadership Certified Speaker, Trainer, and Coach, certified at the highest level. He serves on the ...

Speaking Maxwell Leadership Contact

Facebook · Michael Pope Training, LLC
790+ followers

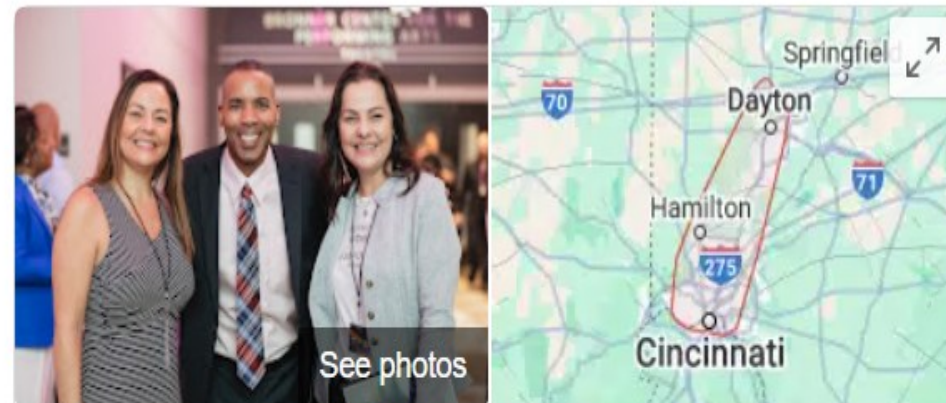
Michael Pope Training, LLC

Hi, I'm Michael Pope—international speaker, coach, and trainer. And if you've been hesitating, delaying, or waiting for the "perfect" time to act... this ...

michaeljpopelj.com
<https://michaeljpopelj.com>

Michael Pope Training | Keynote Speaker, Trainer and Coach

Michael Pope, The Coach's Tech Guy, is certified at the highest level as an International Maxwell Leadership Certified Speaker, Trainer, and Coach and ...



Michael Pope Training LLC - Speaker, Trainer and Coach

5.0 ★★★★★ 8 Google reviews

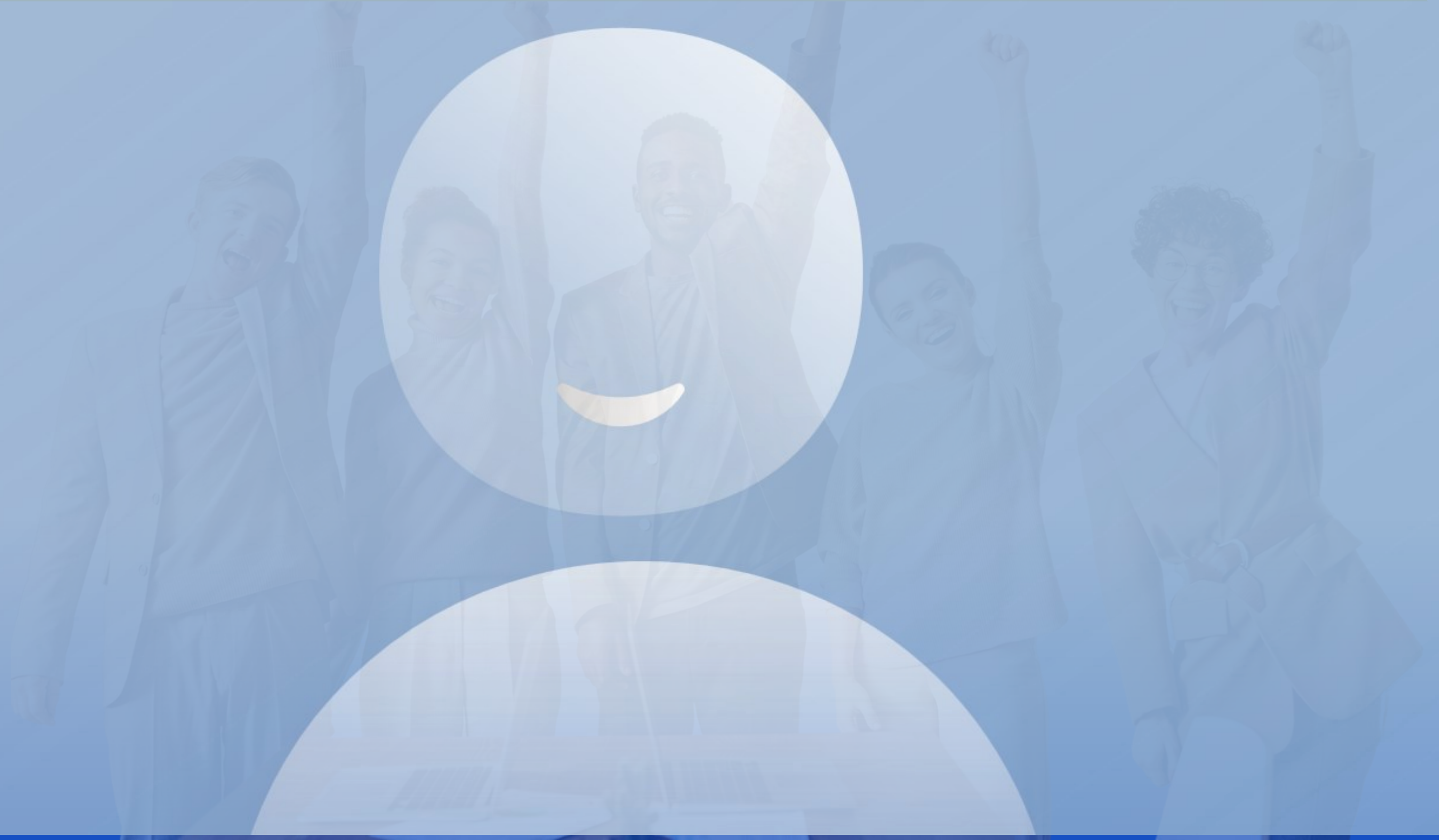
Website Reviews Save Share

Call

Phone: (513) 383-1985

Hours: Closed · Opens 9 AM Wed

Choice #2: Optimize Digital



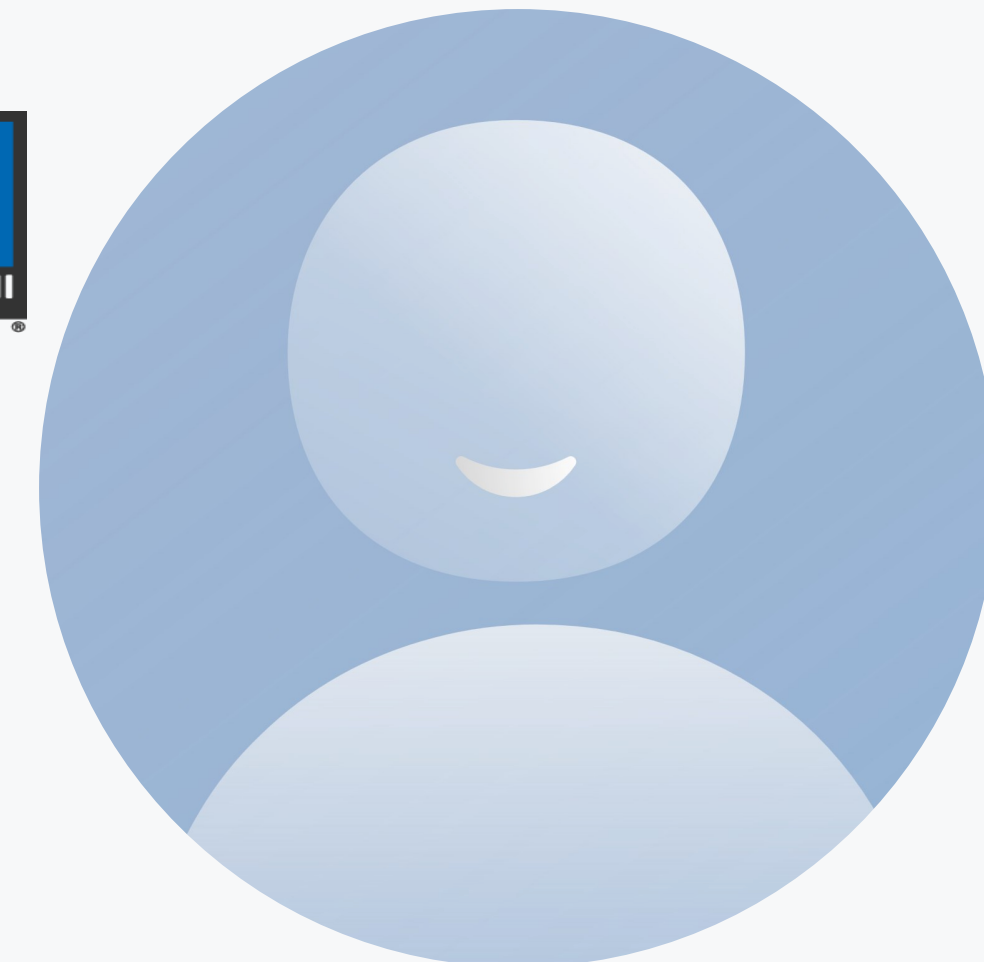
MARKETING WINS - THEY REACHED OUT TO ME



CSAA Insurance Group,
a AAA Insurer




TOTAL QUALITY LOGISTICS



Choice #3: Execute Proven Systems



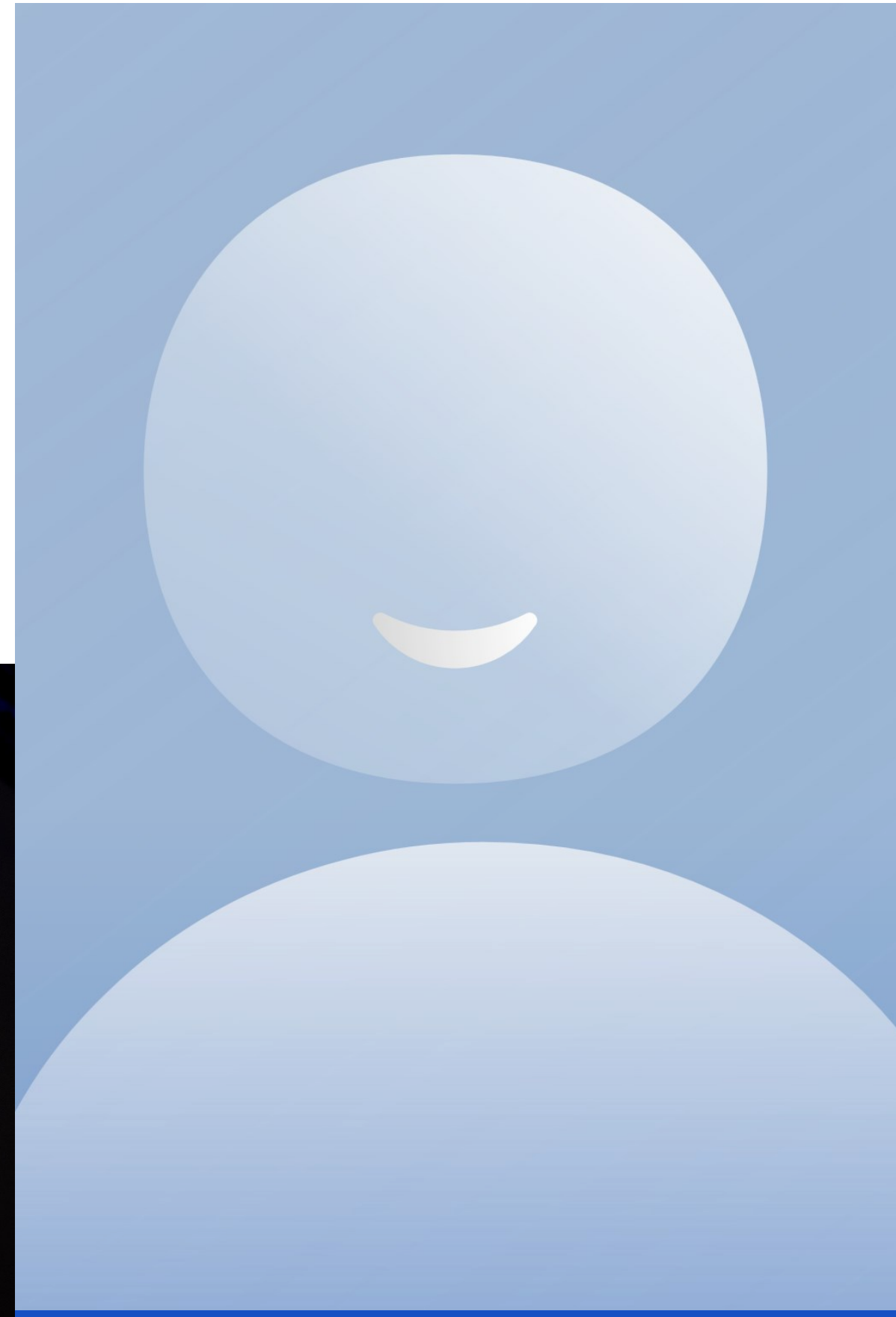
Choice #3: Execute Proven Systems



“You Don’t Rise To The Level Of Your Goals, You Fall To The Level Of Your Systems” – James Clear

Choice #3: Execute Proven Systems

"Speaking is one of the fastest ways to grow your coaching business"



Choice #3: Execute Proven Systems

C.A.S.H. Model (Value Ladder)

C – Complimentary (MIFGE)

- Free Webinars / Workshops
- Free Lunch n Learn / Training
- Podcast Interviews
- Handouts / Guides
- Stop Technique

“I Can’t Believe That I Received So Much Value For Free!”

Choice #3: Execute Proven Systems

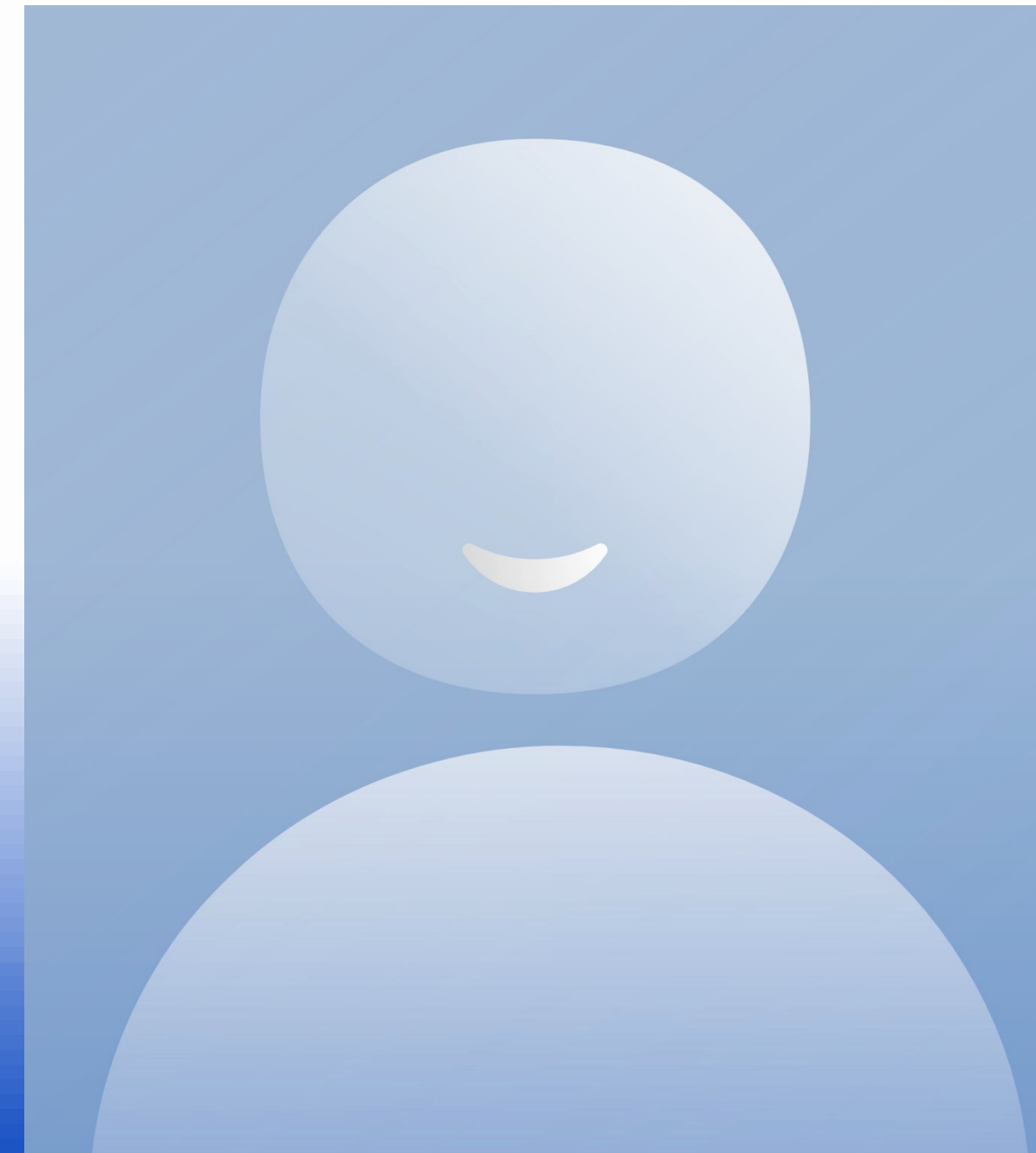
C.A.S.H. Model (Value Ladder)

A – Affordable (\$)

- Low-Cost Workshops
- Low-Cost Membership
- Small Coaching Package
- Podcast Interviews
- Handouts / Guides

“I Trust Him
enough to give
him my
money”

Example: LinkedIn Workshop – 9 people signed up for my \$250 offer during the workshop



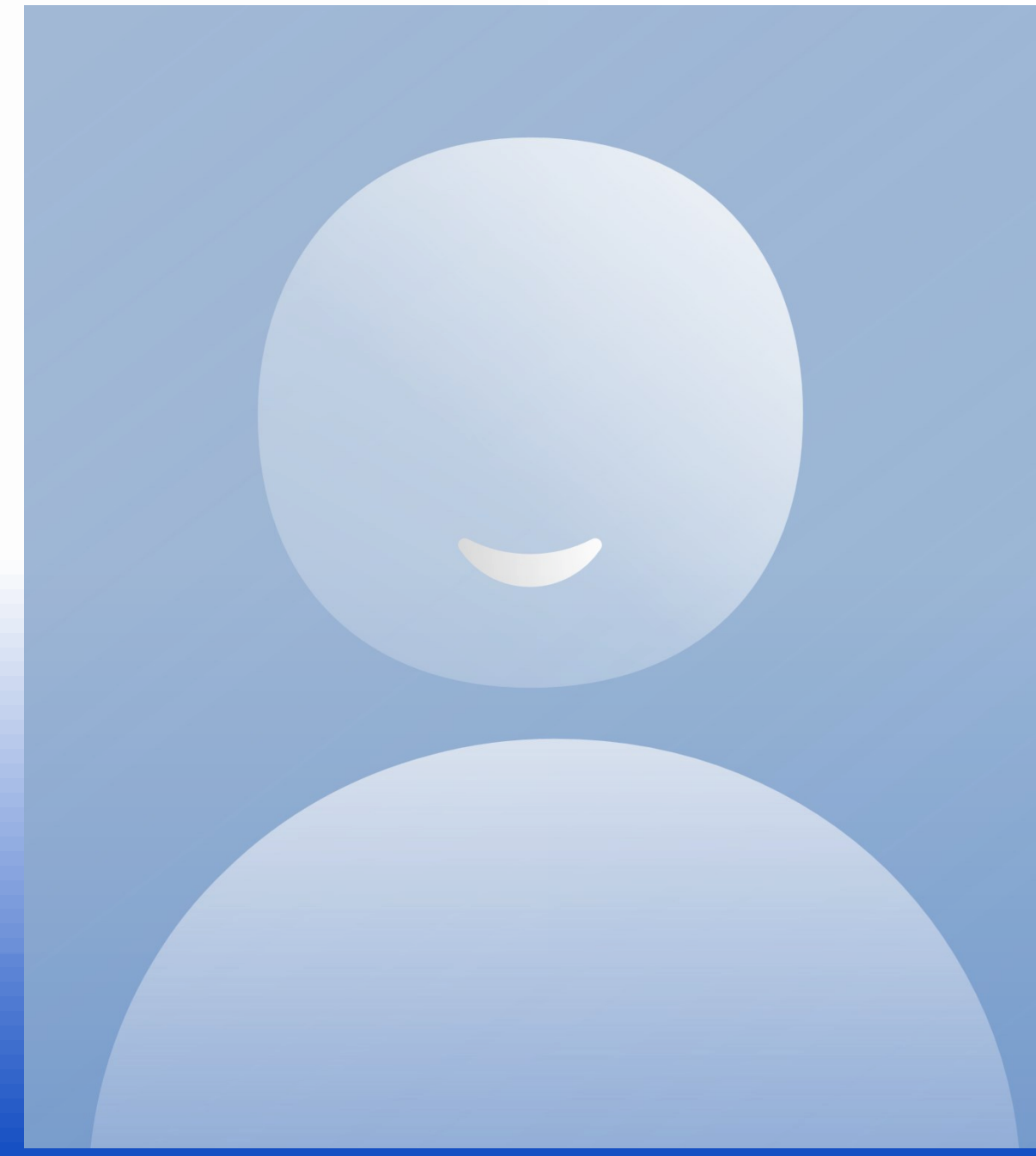
Choice #3: Execute Proven Systems

C.A.S.H. Model (Value Ladder)

S – Series (\$\$)

- 5 Week Mastermind
- Multi Week Group Coaching Program
- 90 Day Accountability Program
- Drip or Self-Pace Course

Example: Men's Leadership Mastermind for \$2,400



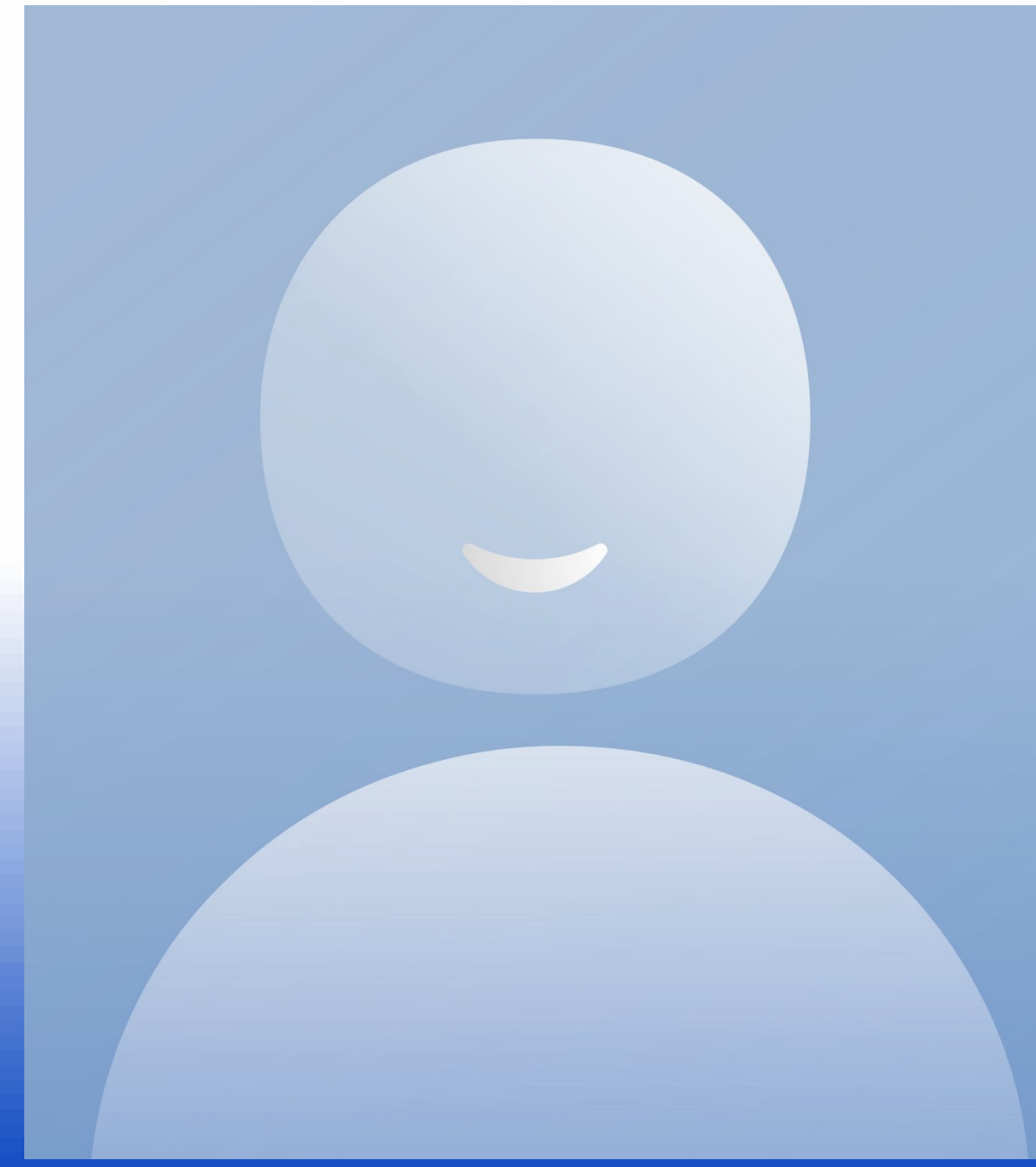
Choice #3: Execute Proven Systems

C.A.S.H. Model (Value Ladder)

H – High Ticket (\$\$\$)

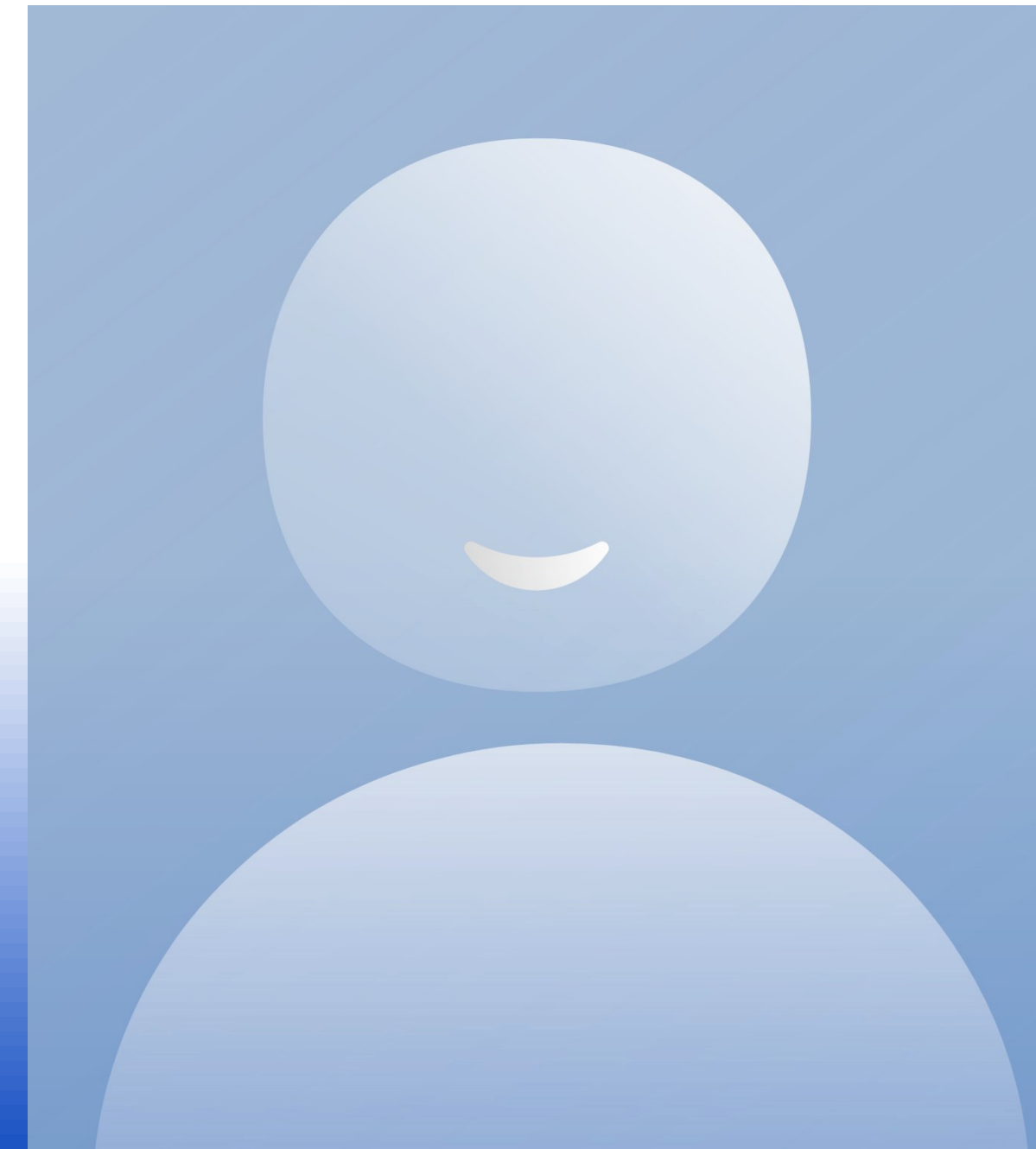
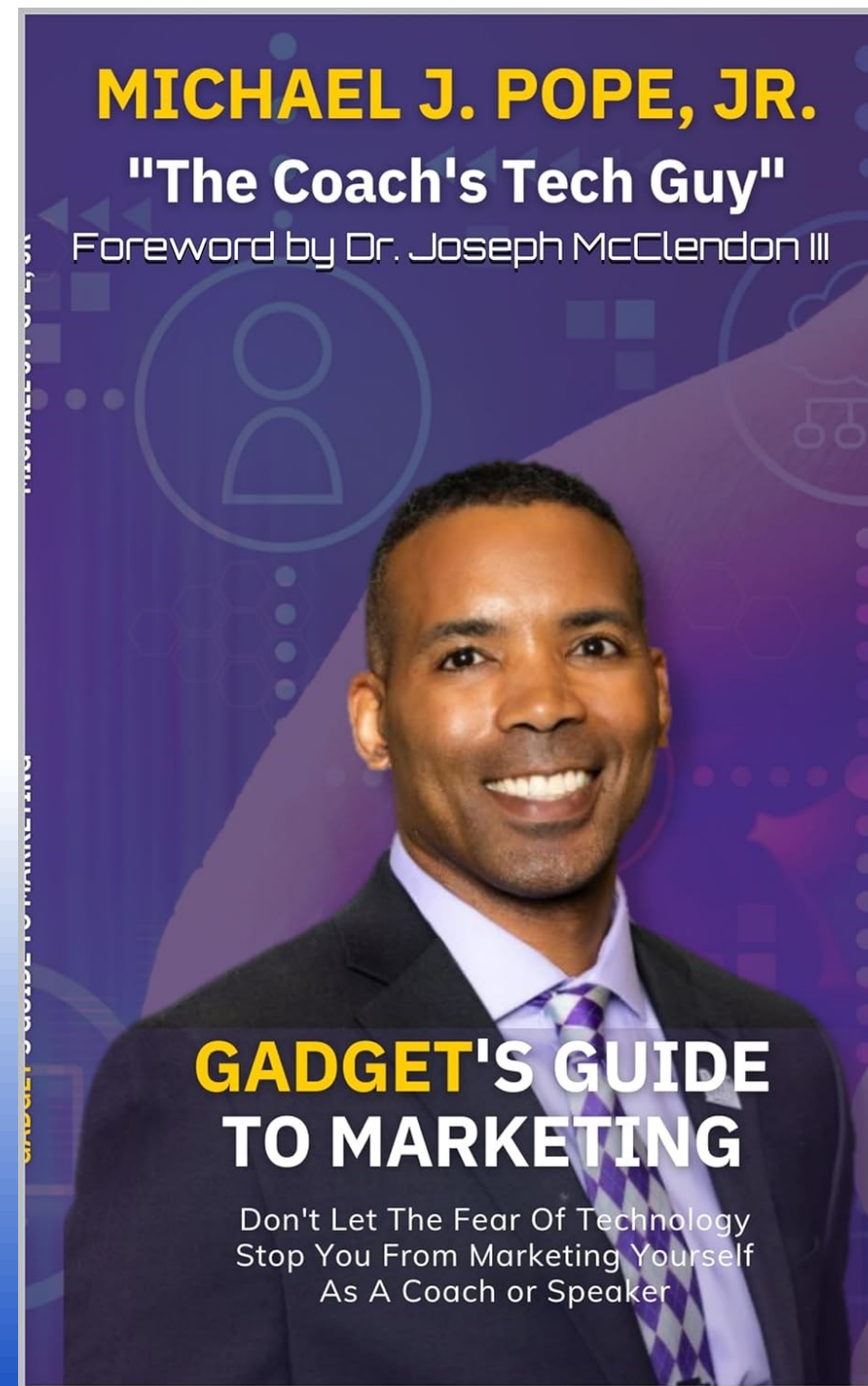
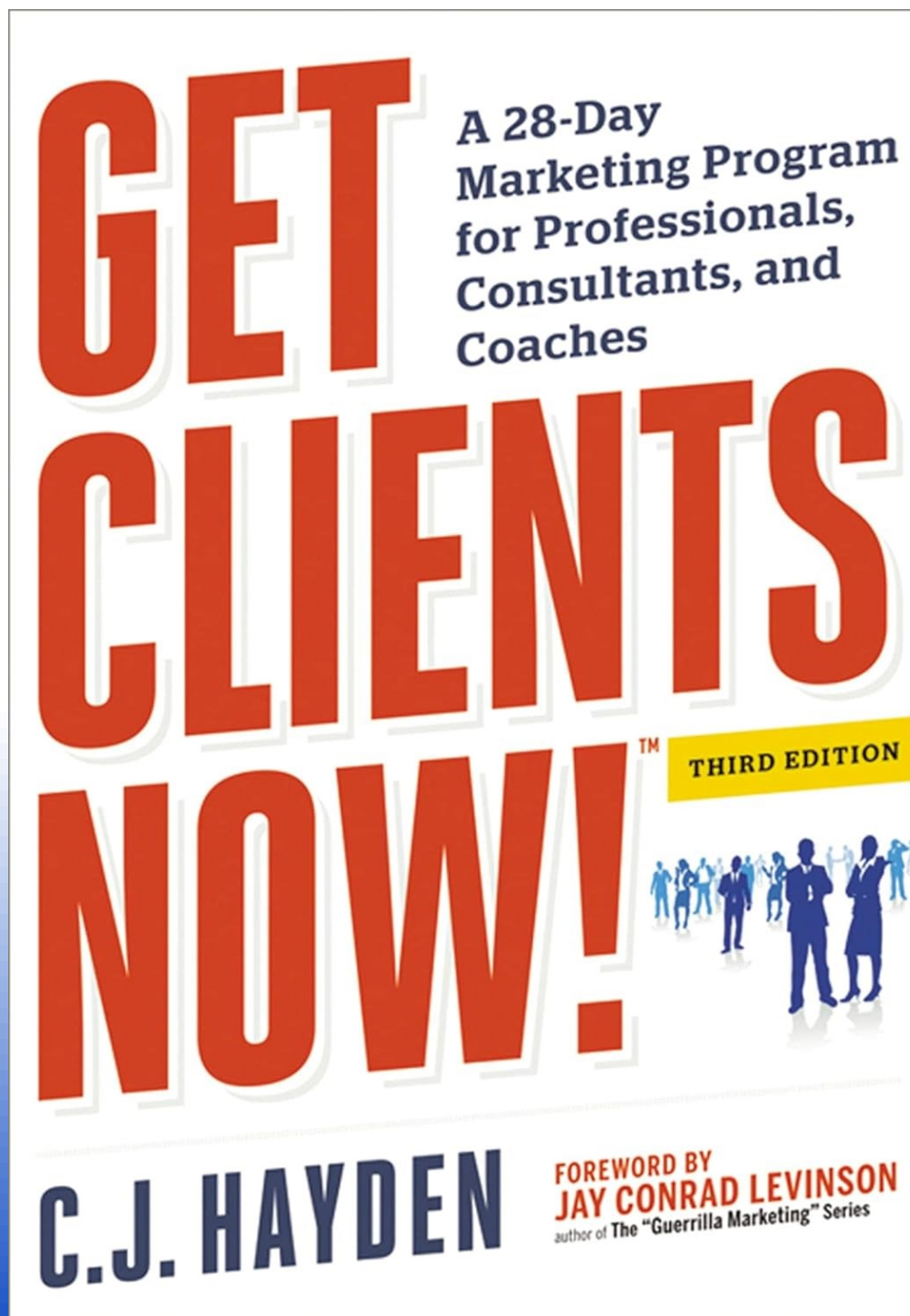
- 3 to 12 Month 1 on 1 Coaching
- Corporate Group Training
- Keynote
- Drip or Self-Pace Course

Example: I added 3 new High Ticket Coaching Clients and a Keynote end of April



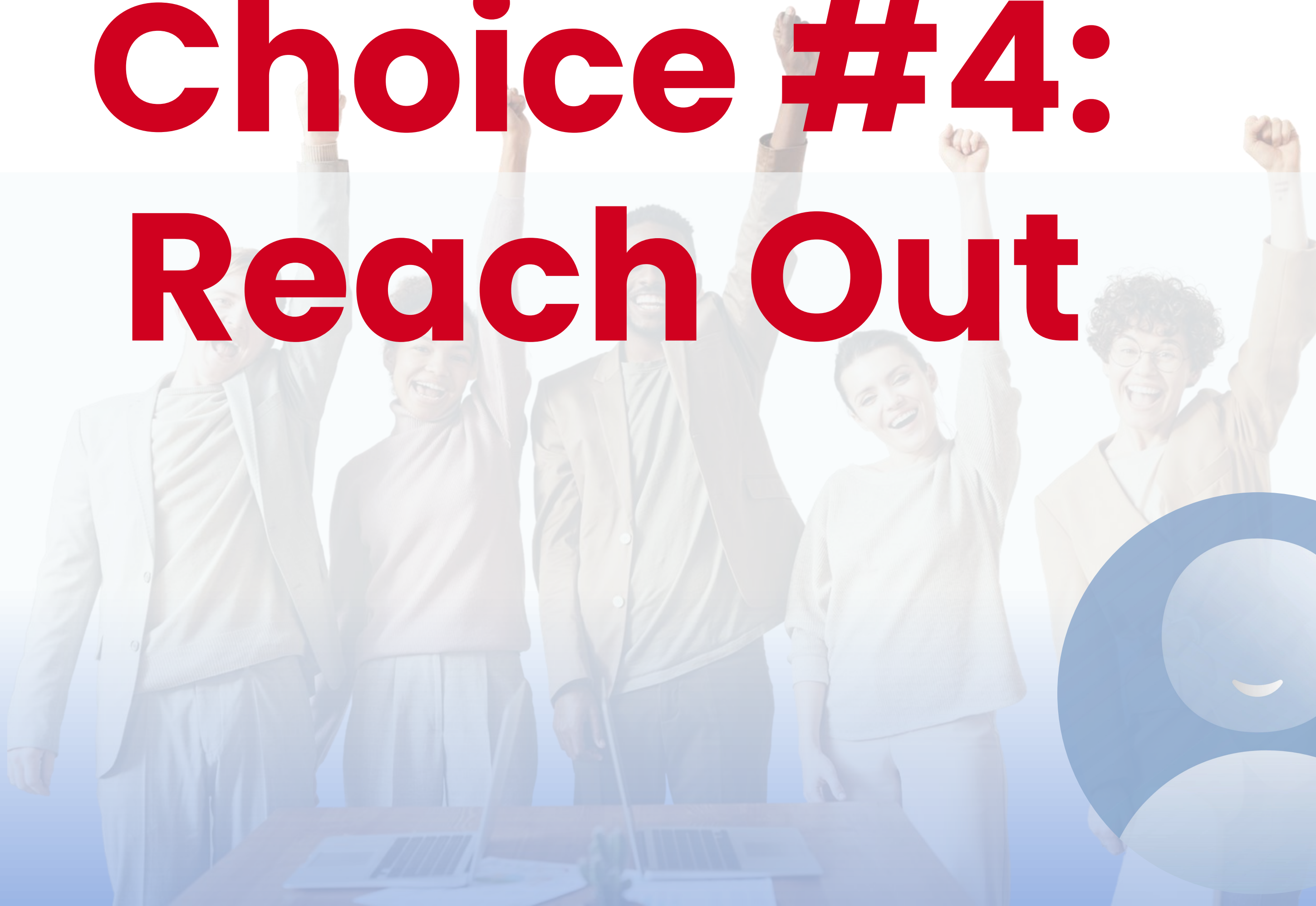
Choice #3: Execute Proven Systems

Get Clients Now! C.J. Hayden



Choice #4:

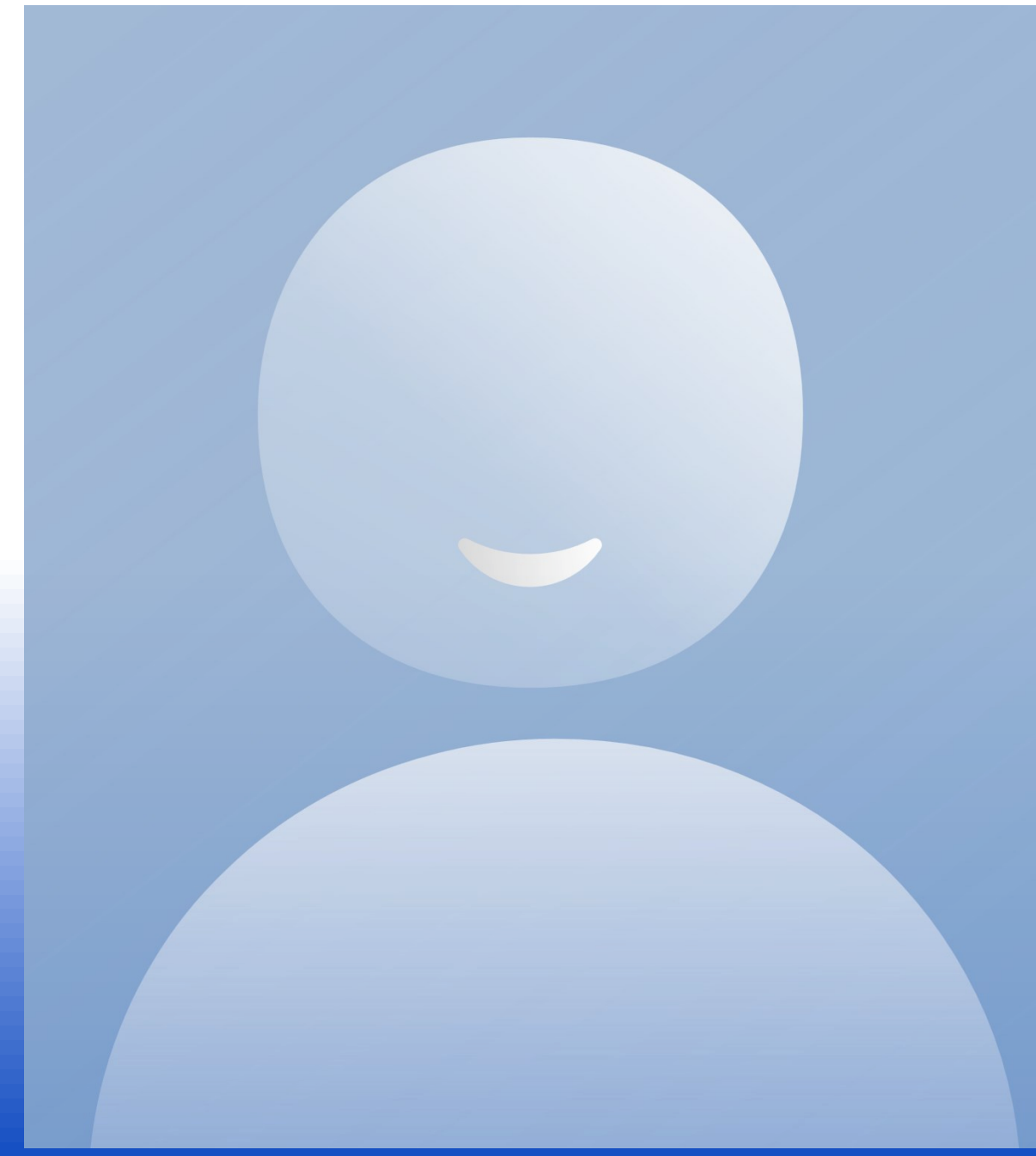
Reach Out



Choice #4: Reach Out And Ask

1. Warm Follow-Up (After engagement or download)

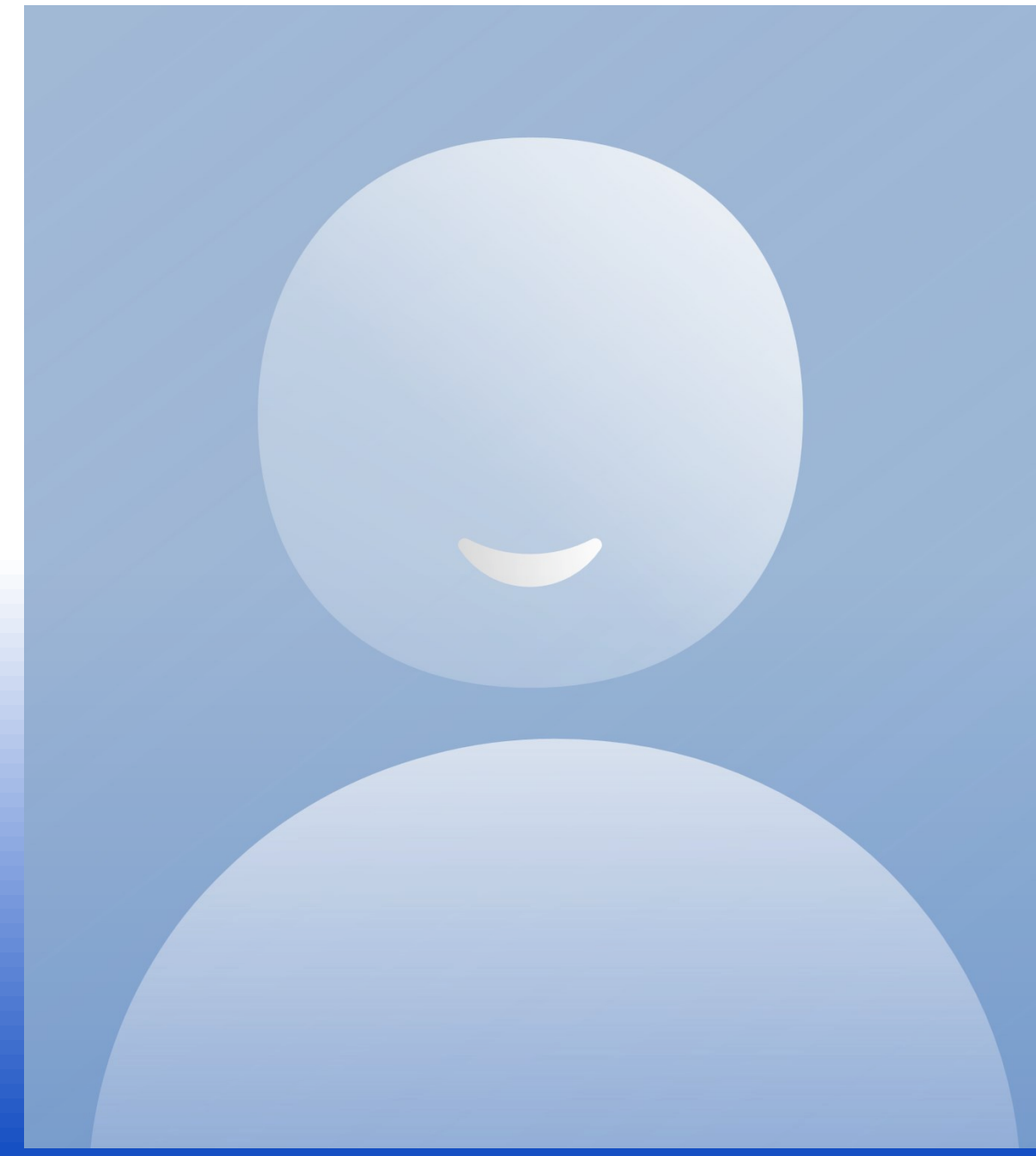
“Hi [Name], I noticed you grabbed my free resource on [topic]. I'd love to hear what stood out to you — and if you're open, we can schedule a quick call to explore how I might support your [leadership/productivity/personal growth] goals.”



Choice #4: Reach Out And Ask

2. Re-Engage Past Contact

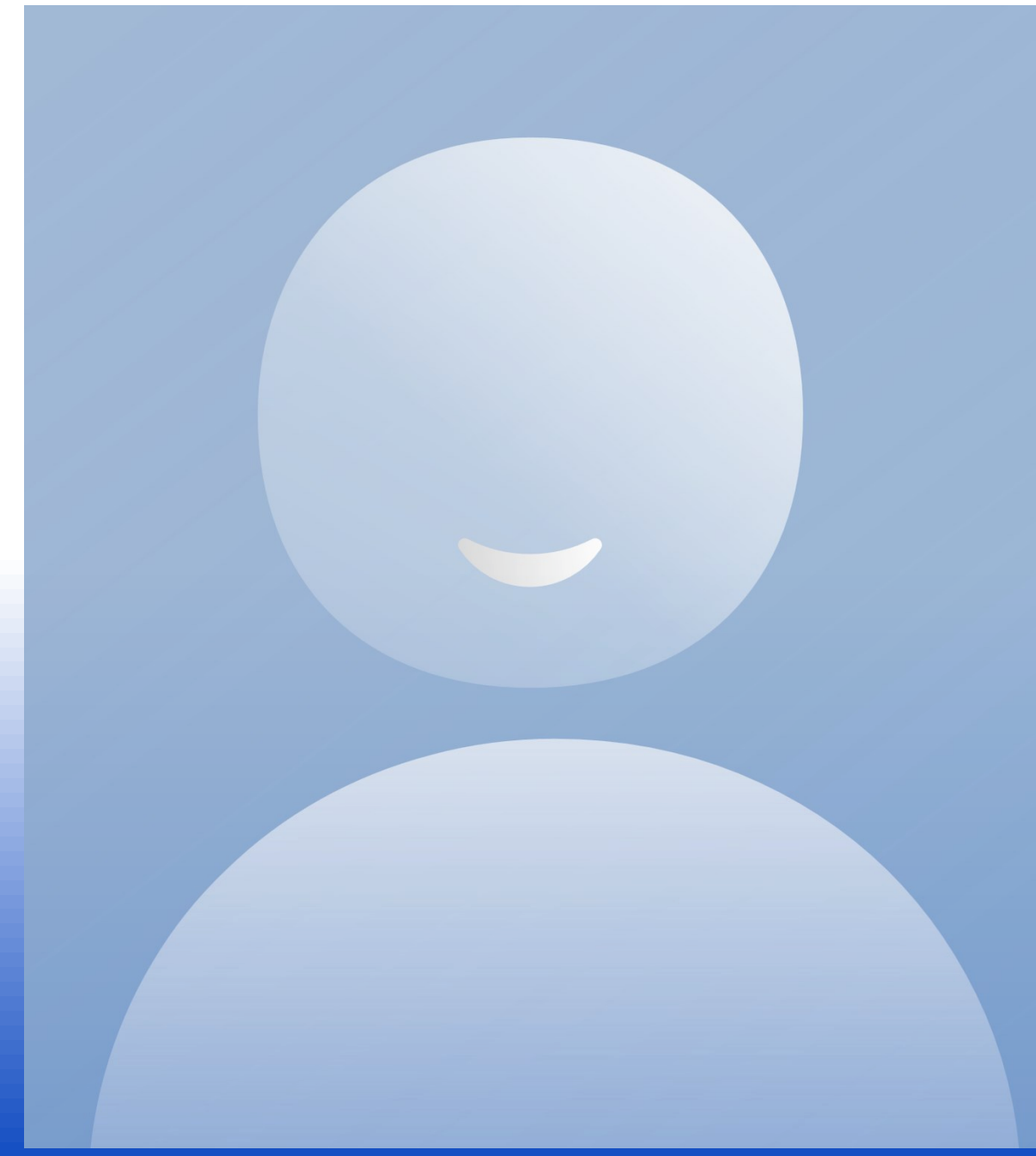
“Hi [Name], we connected a while back, and I was thinking of you as I'm working with several leaders who are navigating [challenge]. If you're still looking for support in that area, I'd be happy to set up a conversation.”



Choice #4: Reach Out And Ask

3. After Content Consumption

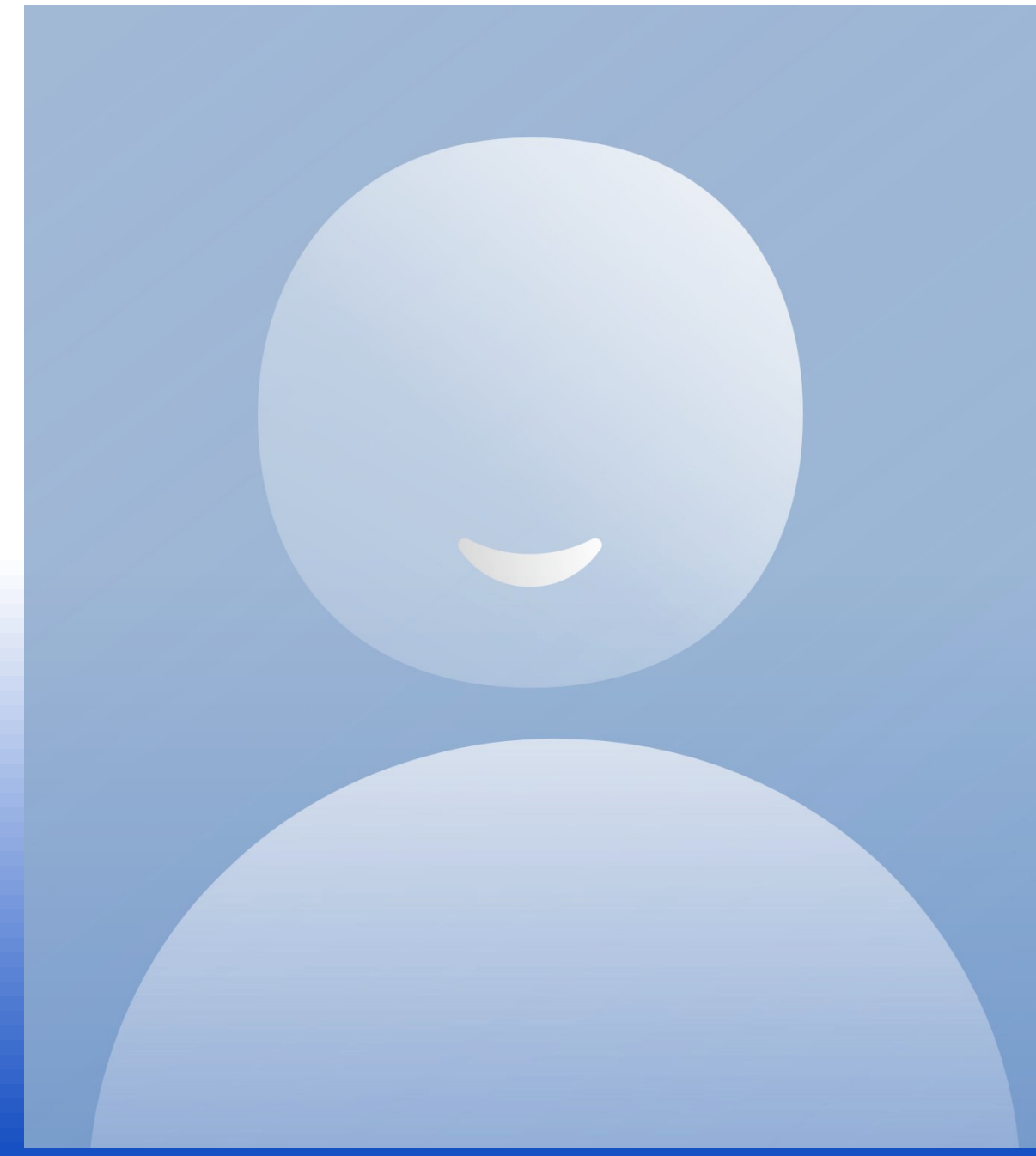
“Hey [Name], I saw you engaged with my post on [topic]. If you're exploring ways to [solve a problem or achieve a goal], I offer complimentary strategy sessions to see if coaching might be a fit.”



Choice #4: Reach Out And Ask

4. Personal Invite

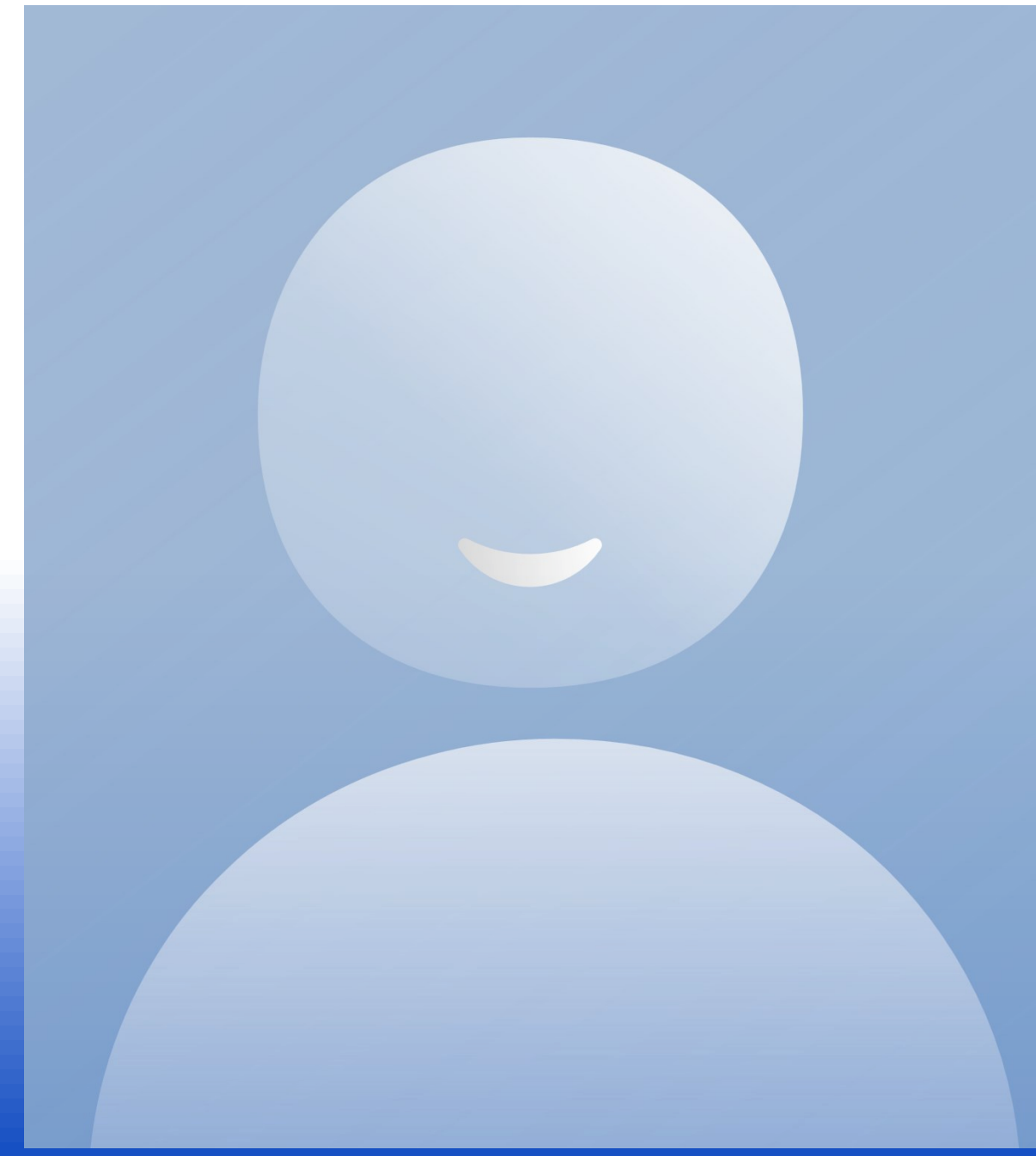
“I’m hosting a live masterclass on [topic] next week. Based on your work in [industry], I thought you might find it helpful. Would you like the link to register?”



Choice #4: Reach Out And Ask

5. Speaking Engagements (Soft Pitch)

“If today’s talk sparked ideas and you’d like to dive deeper into how this applies to your specific situation, feel free to come see me after or grab my card — I’d love to explore how I might serve you.”



Be A DO-ER:

MARKET WITH PURPOSE

D - Daily Value

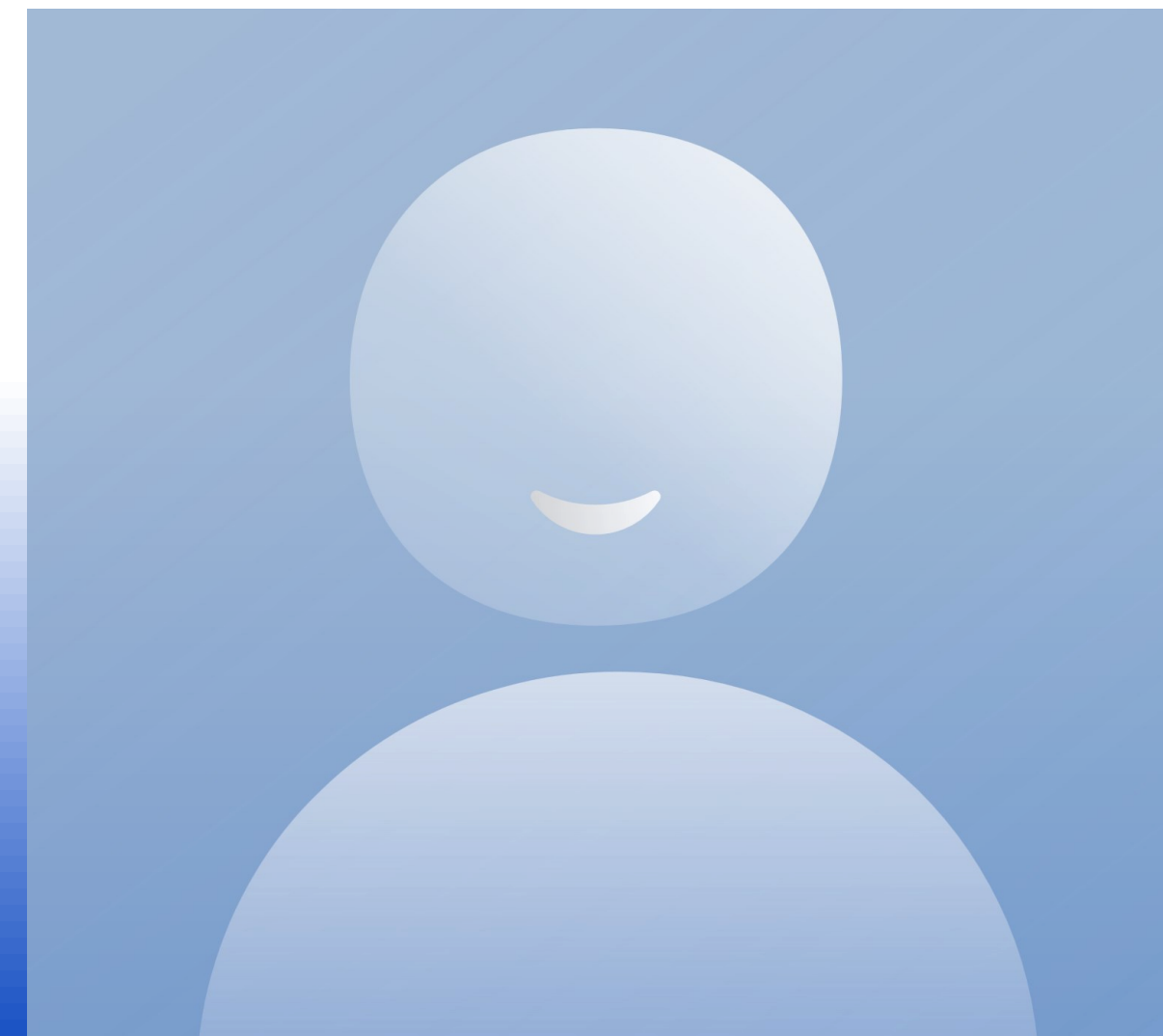
O - Optimize Your Digital Footprint

E - Execute Proven Systems

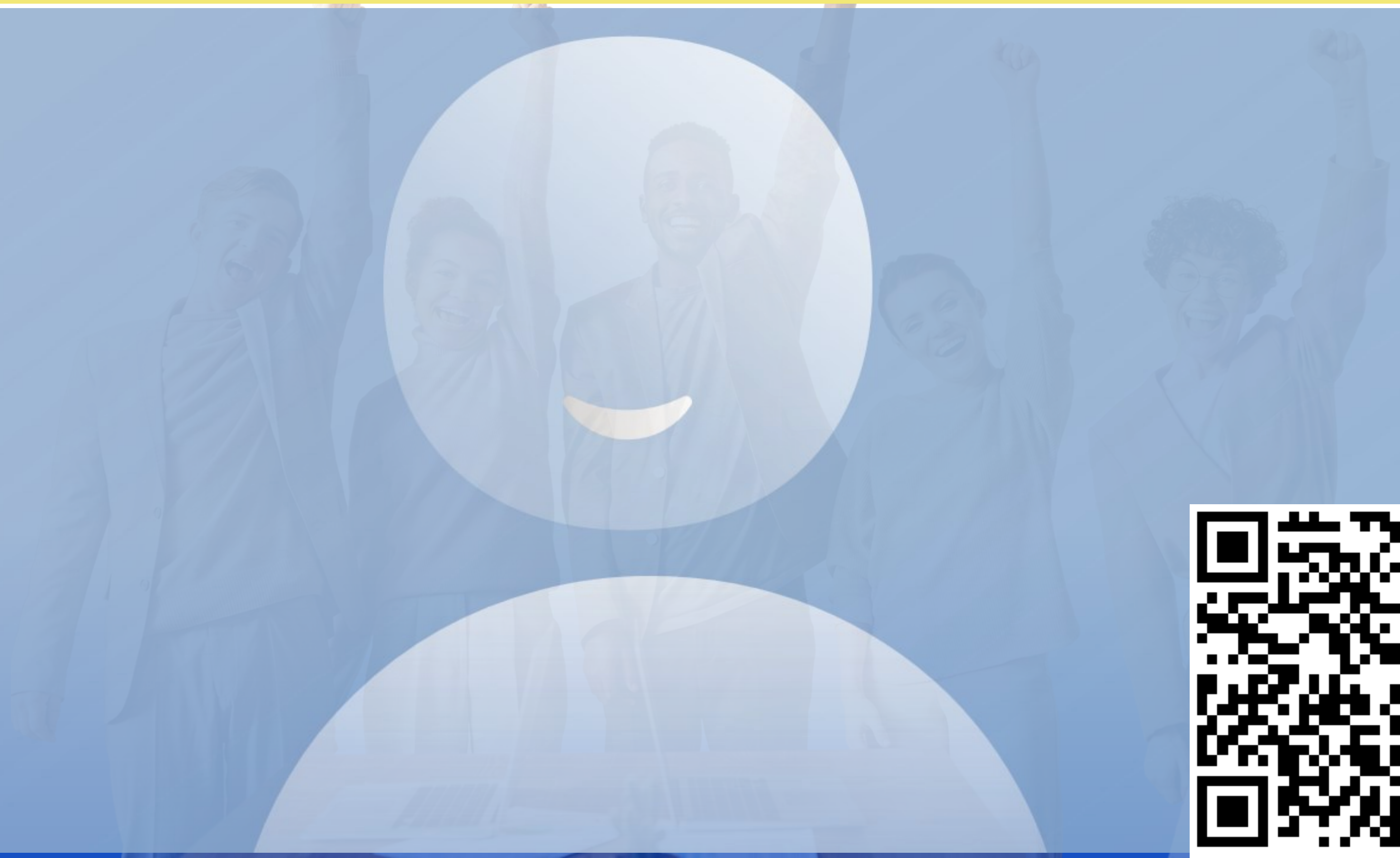
R - Reach Out

Testimonial Request

Scan this QR Code



Be A DO-ER: MARKET WITH PURPOSE





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