

# *The Tenacious Coach's Playbook*

Teaching creative and passionate coaches how to leverage social media  
to grow the income and impact of their business

# The Scenarios

**1** You're busting your butt, putting your coaching out there, chatting people up in the DMs, and you have a conversation with Sally. Sally seems super enthusiastic and ready to sign up and then, topic of pricing comes up. You start nervous sweating and type out your pricing, secretly hoping that maybe she'll just read really quickly and commit because you hate talking about this stuff.

Sally says you're out of her price range and your heart sinks. You negotiate a lower price because you just want to help Sally. Sally commits to 50% of what you usually charge. She's super engaged the first few weeks and then communication slowly starts to taper off. Pretty soon, you haven't heard from Sally in weeks. You're frustrated and nervous - you do not want to email her, again, and talk about money. You reach out but never hear back. You've been ghosted.

**2** You have a conversation in the DMs with Jane after she responds to your IG post. She's definitely your ideal client and you can't wait to work with her. You tell her all about your coaching, what it includes, and more importantly, what you can do to help her solve her problem. She says she absolutely needs this.

The topic of pricing comes up and you confidently tell her what your prices are. She says "Great!", you prepare her invoice, and she pays nearly instantly. A month goes by and Jane is just crushing it - she's coachable, she's communicating, and you thoroughly enjoy working with her. She makes amazing progress, gets strong as hell, and tells her friends all about you.

Which scenario do you resonate with?

*Are you longing for Scenario 2 to be your reality?*

It can be! But you've got to move through the roadblocks that are keeping you from getting started or taking the next step. These roadblocks include feelings of scarcity, feeling like your coaching is not worthy of your price, and general "gross"ness of talking about pricing.

## ROADBLOCK #1

"I don't have a big enough audience to get clients."

You absolutely do not need a big audience to get clients.

What you do need, is an **engaged audience**.

Likes, views, and follower counts don't pay your bills...people do! And that means treating your audience like what they - *people*. People you want your help, guidance, and perspective. So, give the people what they want!

Add value to your audience through informative posts, stories, etc. Regularly have conversations with those who comment or engage the most. Give people an opportunity to voice their concerns, ask questions, and request different kinds of content.

Most importantly, post things to attract the clients that *are your best fit*. This means that you won't, and shouldn't, be for everybody. If it feels right for you, post things that are a little divisive and draw lines in the sand. Focus on cultivating relationships with those people who would be your ideal client - write to them, post to them, and address the concerns that they most likely have.

# tips

FOR CREATING AUTHENTICITY  
THROUGH SOCIAL MEDIA



### SHOW YOUR "KNOWABLES"

What are some unique interests, hobbies, etc. that you have *outside* of your business? Share those! If you aren't sure what those are, ask 3 of your friends to share what they think of when they think of you.



### BE A REAL PERSON

Being an expert is important, but people don't care about how much you know if they feel like you can't relate to them. Use things like IG stories to share your perspective, share parts of your day, and just be a *real person*.



### INVEST IN YOUR AUDIENCE

Share actionable, value things that can help your audience. Remember, you are building a rapport with them!

## ROADBLOCK #2

“People will say no to *me* because of *me*.”



The magic of coaching is that it's all been done before. Read that again.

Virtually *nothing* that is implemented in the strength and conditioning, fitness, or nutrition world is brand new. Coaches can package things together differently, apply things differently, or modify them slightly but there are very few things that are completely novel. This does not have to be defeating or anxiety inducing fact. Instead, this can be your ultimate selling point because *no one is you* and what makes *\*your\** coaching unique is, you guessed it, you! The way you communicate, educate, and work with clients is why your clients are your clients.

Getting some no's gives you a chance to make the space for the people who are a "hell yes". Just like putting in reps in the squat rack, getting reps in navigating the no's will make it easier to focus on the hell yes people.

If you're concerned about people saying no to you, or you find yourself getting a lot of "no thanks" and you want to garner some positive momentum, try the following:

Write down the 2-3 things that you do uniquely well. What makes *\*you\** different than other coaches? What unique trait, skill, or intersection of knowledge do you have that is uniquely yours?

Then, write 2-3 posts about those things and how they inform your coaching. You can start your posts with prompts that address things such as

“My perspective on \_\_\_\_\_ is different than most because of \_\_\_\_\_”

“Here's a unique take on \_\_\_\_\_”

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## ROADBLOCK #3



### “People will say no because I’m too expensive.”

Here’s the deal - you could charge \$5 for the most amazing, high touch, sophisticated coaching program and someone is *still* going to say no to that price. Making your offer cheaper and continually discounting things may get more people in the door, but they are going to go right back out that door. It’s not about getting people in the door - it’s about getting the *right* people in the door.

Coaches who are offering pricing that is significantly lower or higher than yours, aren’t your competition. They aren’t your competition because you are not competing for the same clients. A \$20 client is different than a \$149 client is different than a \$499 client. None are “bad” but one is going to be a better fit for you and your coaching.

So how do you figure how to price your services in the online coaching space, where everything is a race to the bottom?

1. Reverse engineer your needs: Work backwards from what you want or need to be making in revenue. Reverse engineering your pricing can look like:

- How much money do I need or want to make this month/year/etc.?
- Break that down by the number of clients you would need, on a recurring basis, to meet that goal number.

For example, if you want to make \$3,000 per month and you price your coaching at \$100/month, then you’re going to need 30 clients paying you every month. If you price your coaching at \$300/month, then you’re only going to need 10 clients.

2. Do your market research: what are others who are similar offering? What does that include? A coach who is sending out programs but not doing any video review or frequent communication with clients is going to be priced lower (hopefully) than those who are doing those things. Don’t let the market dictate your pricing, but taking a peek around can give a good insight on ranges you may want to operate in.

# Putting It All Together

Starting or leveling up your coaching business is all about taking action - it is going to be messy, it will be hard, and at times it will feel extremely daunting. But just like training, practice makes progress and putting the reps in consistently matters more than executing "perfect" practice.



## **BELIEVE IN YOUR PRICING**

Charging \$300 per month may sound great and look great on paper, but if you're not comfortable with asking for that, then it isn't going to work. How can add even more value to feel better about that pricing? OR, if you don't feel comfortable with it, then price lower! As you gain more experience and comfort, you can always raise your prices.



## **ASK THE CLIENT**

As the owner of your business, you ultimately get to call the shots, but it is important to give prospective clients a chance to feel involved in the transaction. Simply asking "what would work for you?" can give you great insight into what their concerns are and give you ideas on if you need to (or want to) do some creative financing to work with them. Remember, coaching is collaborative - start the collaboration process as early as you can.



## **DON'T BE AFRAID TO SAY NO**

If a client truly can't work with you because of cost and they aren't your absolute dream client, it is okay to say no! Keep a referral list of coaches who fit multiple price points and direct them to those coaches. These still gives you an opportunity to serve the client and help them get what they need.