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- Sales Rank: #13798902 in Books
- Published on: 2003
- Binding: Paperback
- 128 pages

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My Favorite Marketing Guide

By Eve Siegel, Certified Life Coach

Steve Mitten's Marketing Essentials for Coaches covers everything coaches need to develop an ongoingly useful process for finding and attracting clients. What's unique in Steve's view about marketing is that he focuses on staying centered as an evolving professional and basing your client outreach on what is authentic to you, the coach. You won't reach every possible prospect, he clearly states, but you can focus on who are the best prospects for you. Steve provides very helpful materials on coaching niches, branding, outreach/networking, managing the emotional ups and downs of having your own business, and how to keep growing as a coach. As a graduate of Steve's year-long marketing program where we used this book as our guide, I can attest to its value in helping me learn how and where to focus my time and energy in building my coaching business.

0 of 0 people found the following review helpful.

Comprehensive and proven marketing strategies from a master coach

By Julia Mattern

Steve Mitten is a leader in the coaching industry, with a passion both for coaching and for helping coaches succeed in their businesses that is evident throughout this book. Marketing Essentials is filled with practical ideas that have been tested and work. This book covers everything you need to build your coaching business, from finding your niche, to branding yourself, to exploring a wide variety of ways to market and promote your coaching. Everything is clear and well-organized and there's enough detail without being overwhelming.

One of the things I love about this book is the advice from other coaches that's interspersed throughout the text. I also appreciate the attention paid to developing the "being" side of building your business, as well as the overall spiritual approach. And there is just so much valuable advice here that's worth the cost of the book many times over.

Whenever new coaches ask me for a book recommendation for marketing their businesses, Marketing Essentials is always where I point them. If you want to benefit from Steve's experience to shorten your learning curve and get your coaching business off the ground faster and easier, I recommend this book for

you, too.

0 of 0 people found the following review helpful.

The best part is that he has tailored very actionable strategies ...

By Cheryll Messam, Life & Corporate Coach,

Thank you for writing this book for us Coaches! If you are unable to afford a mentor coach or a business coach, Marketing Essentials for Coaches ably discusses the emotional and business challenges that we Coaches must work through to properly set up, operate and maintain a successful coaching practice or business. I do a lot of reading on the subject of business start up and development. Author Steve Mitten's insights and business strategy are consistent with those of contemporary authors. The best part is that he has tailored very actionable strategies to the subject of coaching. This should help us understand and implement and experience good results quicker. I found this book extremely valuable.

~Cheryll Messam, Life & Corporate Coach, youinmindjamaica.com

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