

Showing Your Life

I see coaches all the time on my news feed insisting 'live your best life', or 'free yourself from insecurities', or 'be happy and fulfilled'...

...but my first thought is "who are you to tell me this?"

In order to take you seriously, I need to see you're living your best life. I need to see you're free from insecurities. I need to see you're happy and fulfilled.



Showing Your Life

Note – this obviously only applies if you're an example of what you teach.

But for most coaches, it's fair to say...

...your ideal client is a former version of you! So you want to show that **you are living the life** that 'previous you' always dreamed of!



Showing Your Life



Richard Fletcher
5 April · 🌐

I'm not really into Ferraris, private jets or 24 bedroom mansions.

A big part of the joy of working for myself is to live on my schedule (and to be able to share my upstairs office with my little friend Gwen here).

Do you work for yourself or in a job? And if you are in a job, do you have dreams of being able to quit someday and do your own thing?

Tag photo Add location Edit

👍❤️ 30 34 comments

👍 Like 💬 Comment ➦ Share

View 1 more comment

Showing Your Life



Richard Fletcher is with Alice Fletcher in Málaga, Spain.

7 February · 🌐



If you do organic marketing right, you can do what I'm doing - disappear for a week of wine, tapas and adventures in Spain and barely even think about your business.

You don't have to live with the constant anxiety that if you don't post content on Facebook every other hour, everyone will forget you exist and your business will tank.

You don't have to send 50 cut and paste cold pitches every day. After all, nobody yearns to escape from a boring office job so they can do mind numbing repetitive stuff for themselves instead.

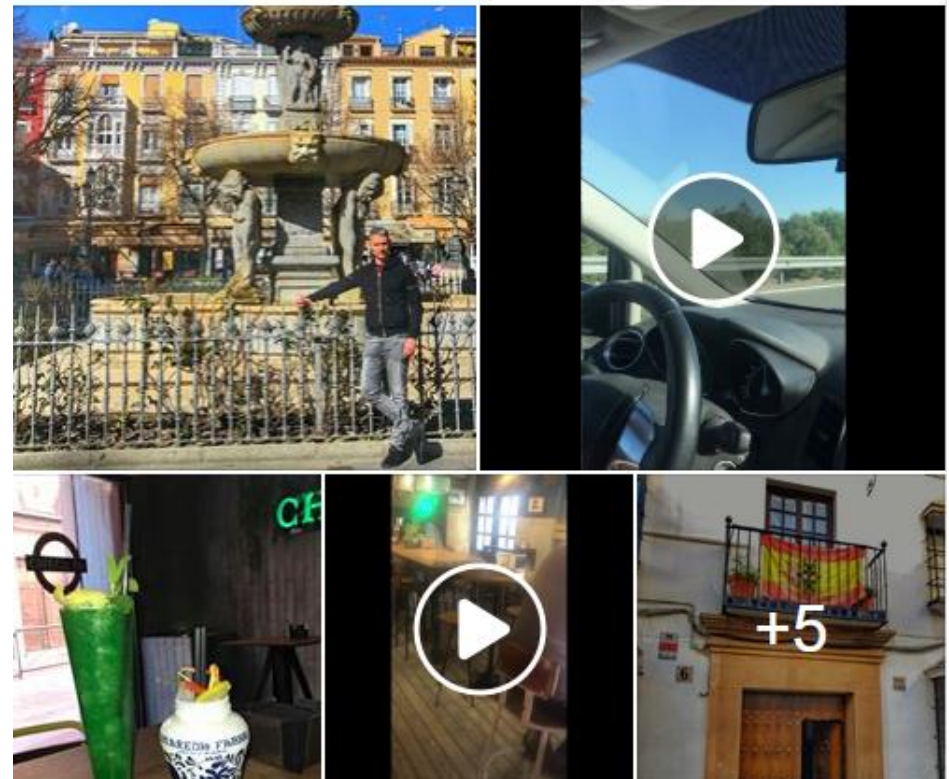
If you take the time to build your brand the right way (and this is the key part), you can have weeks where you do absolutely nothing...

...and when you return, everything is still hunky dory in your biz.

In fact, while I've been on holiday I've had a few people message asking to speak to me about my course, despite me not posting much.

It's not just about building a business that makes money. It's about doing work you actually enjoy. It's about building an asset that allows you to live the kind of life you want, not some ball and chain which ends up being more hassle than a job.

Also: keep an eye out for the vid of the amazing 'driverless car'.



👍❤️ Alice Fletcher, Paul Wright and 13 others

4 comments



Magic Sauce
Marketing

Showing Your Life



Richard Fletcher

19 December 2019 · 🌐



We all make up stories constantly about who we are, what we are/aren't capable of and what is/isn't possible. Like 'nobody signs up for coaching in December'. Yet I've made \$33k this week. Be careful what you let into your mind.

👍❤️ Alice Fletcher, Lora Stoyanova and 24 others

7 comments



Showing Your Life



Richard Fletcher

17 December 2019 · 🌐 ▼



In the last week, I've had 2 people appear in my inbox and say 'I want to sign up for your Ecosystem program.'

After a 20 minute chat (mainly around logistics), they enrolled immediately.

And 5 more who've sent unsolicited messages like this.

Basically saying 'I love what you do, I'm going to sign up when I'm ready.'

This isn't the same as having a sales call with someone and them saying 'oh yeah, I need to get some things in order but I'll sign up when I'm ready.'

(in other words 'I'm not going to sign up, but I don't feel comfortable telling you that')

These people have no need to message me out of the blue. If they weren't interested, they just wouldn't contact me. So while we don't know when they will return, you can be sure they will at some point.

This is the result of over 6 months of making 5 posts per week on my profile. Consistently giving insights the other business coaches can't/won't/don't give. Consistently proving how I get results for myself and others. Consistently entertaining folks (because who wants to be lectured from up on the mountain top?)

You can do the same. Yes you can get fast results if you work with me (the last 3 clients have all enrolled new clients inside a week). But really, we're playing the long game here.

Creating a solid brand so that eventually pretty much everyone - no matter how sceptical they are at the start - believes you are the 'real deal' in the end.



Clients showing up in my inbox – this is a result that I know my audience want.



Always have to think about what objections my audience might have!



Magic Sauce
Marketing

Showing Your Life

Yes, this takes time and effort. But what else will do you with the next 6 months?

Sign up to 3 separate 'shiny thing' 8 week group coaching programs with zero support? Post and comment in various Facebook groups? Cold DM pitch 100 people a day? Spend \$3k/month running ads to a webinar which only results in rubbish prospects booking calls with you?

You could do all this. Or you could invest your time in building an asset which pays you for years to come. And actually help your audience in the process.

Just watched your 4 types of post video.

I am just blown away by the way you do things and the results you get for people.



Admitting some kind of fault with your offer makes the rest of it more believable



The '2 paths' concept – you could take path A (which sounds awful), or path B (which sounds great). But I never actually tell you what to do!



Provide proof where possible. This is a screenshot of a message someone sent me (always ask permission, of course!)