

IT'S YOUR PARTY-

**You Can Thrive
If You Want To**

**How to Create a Marketing Plan
that Puts Zing into Your Offers
and Verve into Sales**

Overview

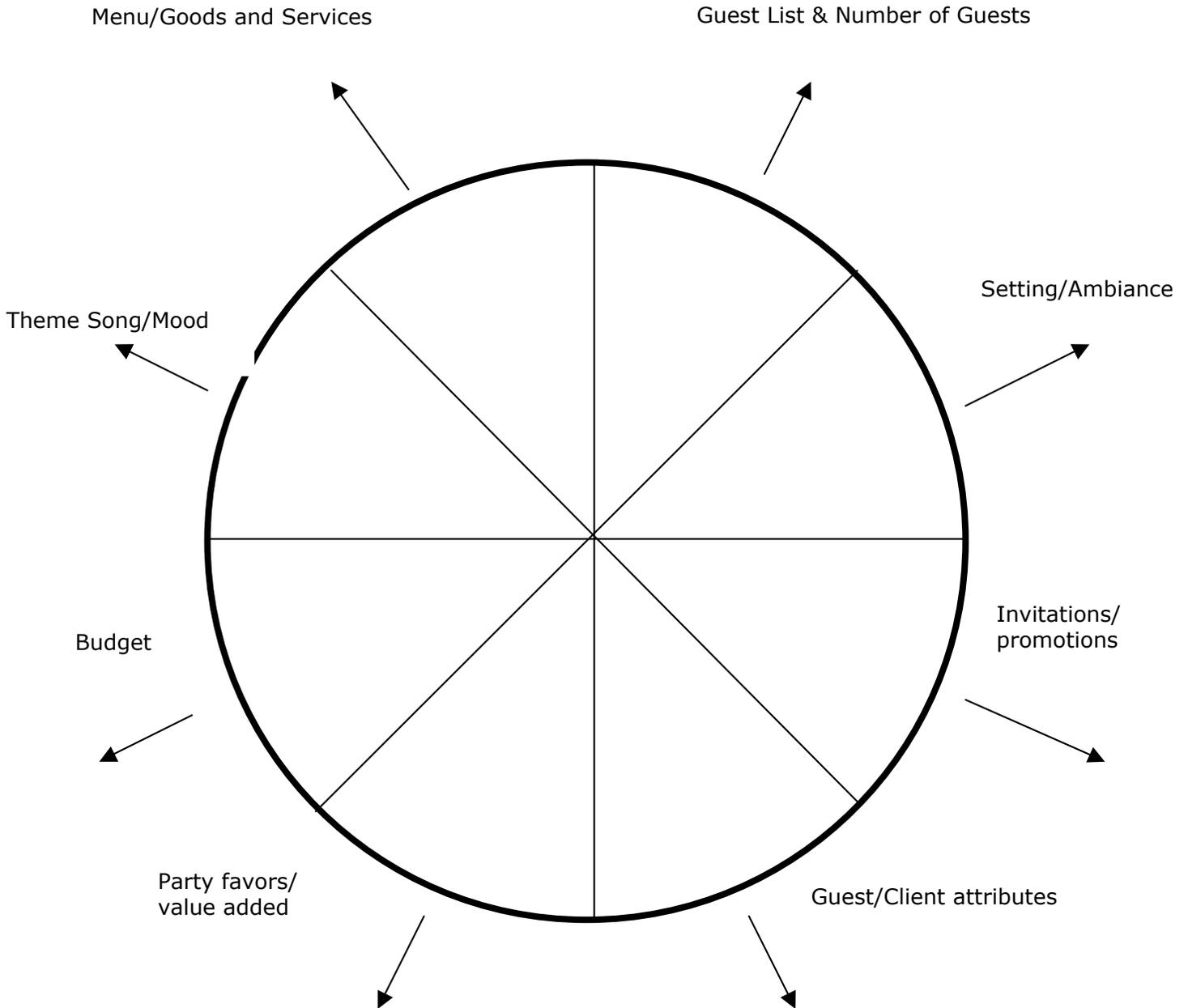
What if attracting new clients could be as natural as inviting good friends to a party? Coaching is a relationship-based business and a service that requires trust, intimacy, and vulnerability of both parties. As such, it wants to be marketed in ways that honor the heart and soul as well as the bottom line.

What if marketing was about creating a welcoming space for the clients that fit “just right”?

It is often said that the best way to build a relationship-based business is through word of mouth and referrals. While this is true, it is important to prime the pump so that word of mouth and referrals happen, and so that when they do they are part of a wider context—a buzz—about coaching in general and each coach’s practice in particular. In order to create that buzz we will explore various ways of “issuing the invitation” and look at who belongs on the guest list.

- Looking at your own business as a party, what is one characteristic that your party *must* have?
- You have 30 seconds to invite someone to your party. What do you say? How will you get the energy across?
- Think about the best parties you’ve thrown or attended. What worked?
- What resources are available to you in throwing this party?
- Where is the center of the party? Who is at the center of the party?
- What is the tone and mood of your party?
- What are the characteristics of the people who will love this party?

Party Planning Wheel and Mind Map



In and around each wedge write in what you know, what you aspire to, what your resources are, and how it will look when your party is perfect.