



KEEP TRACK OF YOUR PROGRESS



Become Seen as a Credible & Trusted Professional Coach

***** This is a 7-in-one training video** – there are at least 7 detailed tutorials in it, with detailed step-by-step instructions, on YouTube Strategies, Google+ and Google Hangout Strategies, LinkedIn Marketing, and a few more... So take it easy, take good notes, and come back to it a few times. Don't rush it!

Make sure to watch the video first! Complete this Action Sheet as you go... and start implementing your Prioritized List After you watch the entire video!

- I understand the importance of becoming a Credible & Trusted Professional (!)
Make sure to watch the first 15 Minutes of the Video – it's crucial to your success!

- I commit to becoming seen as a Trusted & Credible Professional Coach, by providing transformational value in the following area/s:

(The more specific you are, the more powerful and effective your efforts will be – pick no more than 2 or 3 – or 4 – focus area, and ideally tightly related, such as “Improve Relationships / Eliminate Conflict / Effective Communication / Workplace Bullying” or “Productivity / Performance / Eliminate Overwhelm / Achieve Goals Faster”)

- I got my 2 FREE Social Media Marketing Guides from TheSixFigureIncomeCoach program (if not, [Click HERE](#) and post in the comments section, which 2 guides you'd like – there's also a list of guides available under the video)

“Set-it-and-Forget-it” 5-Minute Strategies

Place a Check Mark **AFTER** You Implement Each...!

- *I added my name and services in at least 5 directories (ideally more)*

www.myCoachingCenter.com www.iaplifecoaches.org are two to get started with...

- *In my profile... in directories... and wherever appropriate, I'll mention the following Credibility Boosters that I already have* For example, ICF Certified Coach, NLP Practitioner, 15 Years Experience in Project Management, Tony Robbins Certified, etc. – List ONLY certifications or experience that's related to your niche and your target market!

- *I added my name and services in at least 5 directories (ideally more)*

1. _____
2. _____
3. _____
4. _____
5. _____

- *I am present on the 5 main Social Media Platforms*
(FB Fan Page, G+, LI, Twitter, Pinterest, YouTube)

- *I created a powerful description in my LI profile, and all the other social media platforms I'm on... My description focuses on the benefits my clients will receive, and NOT on my achievements* (achievements, certifications, experience should also be listed, starting with the 4th or 5th paragraph... or after the paragraph and bullet points where you describe HOW You Help Your Clients!)

- *I set my social media tasks on autopilot* (NextScripts WP Plugin, HootSuite, Buffer, SocialOomph)

My Strengths Inventory

You'll build a successful coaching business (and any type of business) when you align the marketing strategies you implement with your strengths. Take at the list below and see if you see any of your main strengths listed.

Many of the strategies listed under each strengths might have multiple functions, helping you with your Visibility, Lead-Generation, Sales, Conversion, and much more! Webinars and Videos would be two great examples!

***** - Do you need a tutorial on any of the strategies listed? [Contact E.G. Sebastian for info!](#)**

I have a great "radio voice"

Do you often receive compliments regarding your voice? Or do you know that your voice is your strength?

In that case, you should consider the following Credibility Booster strategies:

- ✓ Put on webinars
- ✓ Start a radio show
- ✓ Be a guest on shows,
- ✓ Create videos
- ✓ Create audio and/or video courses

- *I love to write and I'm pretty good (or at least decent) at it*

- ✓ Learn to blog like a pro
- ✓ Use social media to post insightful tidbits (thought provoking statements, empowering questions, etc.)
- ✓ Publish articles online – on your website, on LinkedIn, www.ArticleBase.com , contact magazines – online and offline – and ask if they accept “guest articles”?
- ✓ Write an eBook
- ✓ Write a book
- ✓ Are you great with people? Study networking and referral strategies, attend networking events, conferences... Great at public speaking?

- *I'm a confident Public Speaker**

***** Learn how to structure your presentations in a way that they'll generate leads and sales – CRUCIAL!!!**

- ✓ Put on webinars
- ✓ Put on public workshops (at local YMCA, local Library often has a community room that can be used, Hotels and Motels have affordable meeting rooms, etc.)
- ✓ Become a keynote speaker
- ✓ Get hired to put on workshops at corporate events
- ✓ Create YouTube videos (study Viral Marketing – create vids that have the potential to go viral)

* - **Need help with this?** My favorite coaching clients are the ones who want to attract clients and/or get paid with public speaking; and those who want create products or publish a book – if that's you, I'd love to work with you! [Contact me to see if I have an opening...](#)

What Other Strength Do You Have that You Could Capitalize On?

List them below:

The Credibility & Trust Building Strategies

1. Fastest and least costly

- Directories
- Forums & Discussion Groups
- Lead-Generating Business Card (with free offer on back of the card)
- Create Social Media Presence (FB Fan Page, G+, LI, Twitter, Pinterest, YouTube)
- Short YouTube Videos
- Post YouTube Videos on my Blog
- AutoPost my blog posts to all my social media
(NextScripts WP Plugin, HootSuite, Buffer, SocialOomph)
- Google+ Hangouts – Record Videos (and Host Webinars)

My Focus for the Next 90-Days...

What will you focus your energy and time on, in the next 90-Days? What Effective Credibility Booster Strategies will you implement?

Taking into Account my Strengths, I Commit to Focus on the Following (1 or 2) Credibility Booster Strategies Till I Master Them!

Jot down the strategies you'll focus on – use the above list, and place them below in order of priority

1. _____

2. _____

3. _____

4. _____

5. _____

How Will You Ensure that You Implement These Strategies Correctly & Effectively?

- Watch [Video #2](#) again, and implement the parts where it provides step-by-step guidance; then ask questions at the bottom of the page if I need further help

- I'll request the two free Social Media Marketing Guides from E.G. to help me in that area

- I'll sign up for the affordable tutorials and weekly support webinars provided by E.G. (www.thesixfigureincomecoach.com/more-resources-tutorials-and-bonuses/)

- I'll sign up for a good program to support me in that area:

(name of the program – when will you sign up?)

- I'll hire a coach _____

(name of the coach / when will you contact him/her?)

- I'll ask the help of a friend: _____

(name of the friend / when will you contact him/he)

- I can also get help by... _____

(if you can think of any other way to ensure that you'll implement these strategies effectively, list them here)

* - Free resources are always an option, but most free resources are either incomplete, or misleading – and when reading several different ones, some might contradict each other and can get confusing (great start, though, when someone is on an extremely restrictive budget)

Got Questions or Need Help with any of the above?

Contact E.G. – [Click HERE!](#)

Connect with me on FaceBook

to Discuss These and Other Lead-Generation Strategies:

www.FaceBook.com/marketing151

Let's Connect on LinkedIn:

www.Linkedin.com/in/egSebastian



www.TheSixFigureIncomeCoach.com