

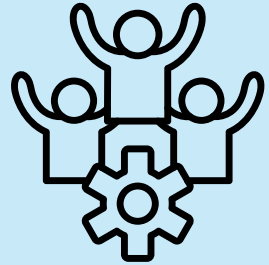
# 9 strategies to attract new coaching clients



1

## Partnerships

Work with local businesses, industry brands, running stores, or event organizers to expand your reach through collaboration and access to new audiences.



2

## Social Proof and Testimonials

Use client success stories and testimonials to build trust and credibility with potential clients.



3

## Content Marketing

Create consistent and valuable content, such as blogs, videos, and podcasts, to connect with your audience and showcase your expertise.



4

## Facilitate Challenges

Organize structured, time-bound challenges to engage participants and demonstrate your coaching skills.



5

## Free Consultations

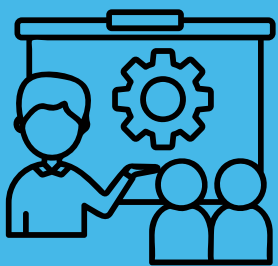
A free consultation is your chance to show potential clients how your coaching works while focusing on their individual goals, challenges, and desires.



6

## Email Marketing

Build and maintain an email list to nurture leads and communicate directly with potential clients.



7

## Host Live Webinars or Q&A Sessions

Maintain discipline by avoiding impulse purchases, using cash for discretionary spending, and rewarding yourself for achieving financial goals.



8

## Network Within Communities

Participate in local events, forums, and workshops to increase visibility and credibility.



9

## Paid Advertising

Use targeted ads to expand your reach quickly and attract your ideal client base.

# 1. Partnerships

*A partnership is a collaborative relationship with a business, organization, or event that helps expand your reach by leveraging their audience and resources, while providing mutual benefits.*

Collaborating with other businesses and events expands your distribution within a community. For endurance coaches, this could involve partnering with local running stores, cycling shops, or triathlon clubs, as well as organizing group participation in local races. For example, hosting a 'Beginner's Running Clinic' with a local running store can help runners get started while also bringing visibility to both your coaching services and the store's products.

Additionally, you can explore partnerships with industry brands that align with your audience's needs. For example, partnering with a nutrition product company allows you to co-create content or offer product samples that benefit your clients while promoting their products. Similarly, teaming up with brands offering training devices like GPS running watches, cycling computers, or heart rate monitors can provide mutual exposure—your audience gains valuable tools, while the brand reaches athletes who may need their products. Running shoe companies, for instance, might sponsor clinics or events where you share your coaching expertise while introducing participants to the latest gear. These partnerships not only strengthen your credibility as a coach but also connect you to brands and businesses that share a target audience, amplifying your overall reach.

You could also partner with event managers by offering free training plans that are provided to participants as part of the registration package, giving you an opportunity to introduce your coaching services to a wider audience. These partnerships not only expand your reach but also create a mutually beneficial relationship, fostering community and enhancing your distribution through trusted local networks. Event managers love to offer this type of benefit to their participants but are often stretched too thinly to be able to facilitate this themselves. If you can offer to do some work up front and make it seem easy for them, they are likely to jump at it.

For a partnership to work, it must be a win-win collaboration where the value exchanged is similar for both parties. Before reaching out to potential partners, take the time to clearly understand the value you hope to receive and articulate the value you can offer in return. Businesses are busy, so doing this work upfront makes it an easier decision for them to partner with you.

Take the example of a partnership with a local running store hosting free weekly group runs. You gain exposure to new potential clients who attend these events, while the store benefits from increased foot traffic and the chance to promote their products to an engaged audience. Similarly, partnering with a triathlon club by providing tailored training plans for their members helps you showcase your coaching expertise and reach a dedicated group of athletes. At the same time, the club enhances its member offerings by providing professional coaching resources. For event managers, offering free training plans for registered participants adds significant value to their race experience, which can boost participant satisfaction. On your end, this partnership gives you direct access to a targeted audience of potential clients who are actively engaged in endurance sports.

The most important part of a partnership is first articulating and then ensuring the mutual benefits of partnerships to make them successful and sustainable for both parties.

# Key Takeaways

- Partnerships must provide mutual value to succeed. Both parties should gain something meaningful from the collaboration.
- Articulate the value you offer and the value you expect to receive before reaching out to potential partners.
- Make it easy for partners to say yes by presenting a clear plan and doing the upfront work to save them time and effort.
- Mutual benefits and clarity ensure partnerships are both sustainable and effective.

# Next Steps

- Identify potential partners, starting with existing contacts, and expand your network strategically.
- Create a simple straight to the point proposal template to use for each partner
- Customize the proposal and send to each partner
- Remember to follow up multiple times.
- Once you have your partnerships in place leverage them to amplify your reach with your content and any other promotions you offer.

# Tools

- A spreadsheet to keep track of your partnership proposals
- Business cards
- Digital training plan templates
- A platform like Training Tilt for delivering digital content and training plans effectively

# Related Blog Articles

[5 Principles for Scaling Your Coaching Business](#) provides practical advice on scaling your coaching business. Utilizing local partnerships is one key strategy in achieving sustainable growth, which aligns well with these scaling principles.

[5 Stages of Customer Awareness](#) helps you understand how to effectively target potential clients based on their level of awareness. This knowledge is particularly useful when designing referral incentives and messaging to attract new clients.



## 2. Social Proof and Testimonials

*Social proof is the concept of showing how others have benefited from your service, building trust and credibility. It's about demonstrating that people like your potential clients—those with similar goals, challenges, or demographics—have achieved success through your coaching.*

Showcasing client success stories builds trust and attracts new clients. Social proof is powerful because it provides potential clients with real-world evidence that your coaching works. Importantly, the success stories should come from clients who reflect the target audience you are aiming to reach.

When potential clients see people like themselves—similar backgrounds, challenges, or goals—achieving success through your coaching, they are more likely to relate and feel that you understand their needs. For instance, a testimonial from a first-time marathon runner will resonate most with individuals who are aspiring to complete their first marathon. Similarly, a case study detailing how you helped a busy working parent balance training can be highly persuasive for prospects in a similar life situation. This targeted social proof helps build credibility and fosters a personal connection, making individuals more likely to reach out to you.

### Key Takeaways

- Social proof builds trust by showcasing real-world results achieved by your clients.
- Success stories from clients who represent your target audience will be the most impactful.
- Use various mediums—videos, written testimonials, and case studies—to share these success stories.
- Focus on client achievements that align with the goals and challenges of your ideal clients.

### Next Steps

- Collect and share testimonials highlighting client achievements.
- Develop case studies demonstrating your coaching impact.
- Use different mediums to share these success stories, such as video testimonials, written testimonials on your website, blog, podcast, and social media posts.
- Feature client interviews on your blog or podcast to give a more in-depth look into their journey and the results they achieved.

### Tools

- Social media platforms
- website testimonial section
- Canva for visuals, video editing software
- podcast hosting platforms
- Purpose built testimonial collection tools like [VideoAsk](#)

### Related Blog Articles

[This guide from VideoAsk](#) covers how to use their platform but also general tips and advice about how to collect testimonials and feedback from your customers.

# 3. Content Marketing

*Content marketing is about creating and sharing valuable, relevant, and consistent content to attract and retain your target audience, ultimately driving them to take action (eventually buying what you are selling).*

Content marketing is the best way to establish authority, build trust, and expand your reach. It includes blogging, video content, social media, and podcasting, all of which can help you share your expertise, answer common questions, and connect with your audience on multiple platforms.

You are probably already successfully doing this within your existing customer base by sharing your knowledge with them. You might not think of that as content marketing but the goals and strategies are the same. The power of content marketing is the ability to reach outside of your existing circle and build trust with potential clients who otherwise may not be aware of your business.

Consistency is key—content should be regular and planned out, just like a training schedule for athletes. Creating a list of content ideas to draw from will help maintain creativity and reduce the stress of coming up with topics on the spot. This way, whenever you have spare time, you can quickly grab an idea and create content without hesitation. To be effective, content creation needs to be part of your daily or weekly routine, much like how you schedule training plans for your athletes.

Short-form content is great for grabbing attention quickly and creating interest, especially on platforms like social media. However, it typically doesn't provide enough depth to convince someone of your expertise. Use short-form content as a gateway to direct people toward your long-form content—blogs, videos, or podcasts—where you can dive deeper into your expertise and build trust. This strategy allows you to engage potential clients initially and then nurture them with more substantial, value-packed content.

Additionally, re-use your content across multiple channels where possible—different people prefer different formats. For example, some may like reading blogs, others might prefer watching videos, and some may enjoy listening to podcasts. Repurposing content helps you reach a wider audience and saves time by maximizing the value of each piece of content. Address common athlete questions through blog posts, videos, social media, and podcasts.

## Key Takeaways

- Consistency is key; content marketing works best when it is planned and regular.
- Always have a list of content ideas to draw from when you have an opportunity to create.
- Use short form content for attention to direct to your longer content that provides the real value.
- Repurpose content across multiple platforms to maximize reach and save time.
- Focus on answering common questions and addressing the needs of your target audience.
- Use a variety of formats, such as blogs, videos, and podcasts, to appeal to different preferences.
- Content marketing builds trust over time, which is essential before potential clients consider your services.

## Next Steps

- Create a list of content ideas in a spreadsheet or other project management tool. I use Notion for recording my ideas
- Schedule your content creation into your daily or weekly plan.

## Tools

- Training Tilt or other website blog platform
- keyword research tools for discovering popular topics
- video recording equipment
- podcast hosting platforms
- social media scheduling tools
- A spreadsheet, project management tool or a simple document to store your content ideas.

## Related Blog Articles

The Training Tilt blog called [Selling Sawdust](#) explains how to make the most of what you've already created. By repurposing content for blogs, videos, or podcasts, you can save time while reaching different audiences who prefer various formats. It's a smart way to stay consistent across platforms without constantly starting from scratch.

The article on the Training Tilt blog [Creating Blog Posts with an AI Assistant](#) offers guidance on leveraging AI to generate valuable content efficiently. This article helps you consistently produce high-quality content, establishing your authority and expanding your reach.



# 4. Facilitate Challenges

*Challenges are structured, time-limited programs that provide participants with specific goals or activities designed to engage and motivate them while showcasing your coaching expertise.*

Offering free or low cost challenges engages potential clients and showcases your coaching style. For example, a 7-day running challenge that includes daily mileage goals and motivational tips can demonstrate your expertise while helping participants experience improvements in their training. A cycling distance challenge or a triathlon-specific series of swim, bike, and run mini-events can also provide prospective clients with a taste of structured training, making it more likely they'll be interested in full coaching services.

These challenges can be especially effective when tied to upcoming local events, as they provide athletes with a direct pathway to prepare for races under your guidance.

Challenges are a fantastic way to bring potential clients into your ecosystem while showcasing your coaching approach. Think about how these challenges can tie directly into the goals of your ideal clients. For example, a short-term running challenge that builds mileage and confidence incrementally can appeal to beginners, while an advanced cycling challenge targeting higher intensity levels may resonate with seasoned athletes.

The key is to make the challenge relevant and achievable, creating an engaging experience that leaves participants ready for the next stage (your coaching services). Additionally, keep in mind that challenges also serve as a gateway into your coaching services, so the structure should naturally lead participants to explore what you offer in a more comprehensive capacity.

## Key Takeaways

- Challenges are a great way to engage potential clients and showcase your coaching style.
- Ensure the challenge aligns with the specific goals and needs of your ideal audience.
- Use challenges to provide a structured and achievable experience that builds confidence in participants.
- Tie challenges to local events or milestones to increase relevance and participation.
- Design challenges to naturally guide participants toward exploring your full coaching services.

## Next Steps

- Organize a challenge with daily goals and motivational content.
- Encourage participants to share their progress on social media to increase visibility and attract more participants and reach more people.
- When possible, tie challenges to upcoming local events to provide a pathway for participants to prepare under your guidance.

# Tools

- Facebook Groups
- Email marketing platform
- A platform like Training Tilt for managing a group, sharing structured workouts or training plans digitally

## Related Blog Articles

[Value Ladder Examples and Setup](#) provides insights into how offering free challenges can be a part of your value ladder strategy, helping to introduce potential clients to your coaching services.

[How Cohort-Based Group Coaching Features Work](#) explains how to create structured group programs, which can be an effective way to run challenges that engage participants and encourage them to stay committed to their goals. Training Tilt has specific features to efficiently manage group cohort training.



# 5. Free Consultations

*A free consultation is an opportunity to introduce potential clients to your coaching approach by discussing their goals and offering insights tailored to their needs.*

A free consultation is your chance to show potential clients how your coaching works while focusing on their individual goals, challenges, and desires. For example, if your ideal client is a busy professional training for their first marathon, your consultation might include actionable advice on how to structure training around a packed schedule. These sessions are about offering value first—answering questions, solving problems, and building trust. Over time, this connection can naturally lead to a coaching relationship.

This strategy works particularly well as part of the later stages of a content marketing funnel. Without building initial trust through content marketing, it can be challenging for someone to trust you enough to book a consultation, even if it's free. After all, people's time is valuable. By consistently nurturing relationships through valuable content, you lay the groundwork for prospects to feel confident in taking the next step and scheduling a consultation.

At the end of the consultation, always BAMFAM (Book A Meeting From A Meeting) by scheduling a follow-up session. The consultation should have a clear structure led by you, the coach, to guide the athlete who might not understand how this process works. This next meeting is a chance to explore their specific needs in more detail and present your coaching programs as a solution. Taking control and showing leadership during this process is essential—it's not about being pushy, but about providing clarity. Encouraging a commitment to the next step or even drawing a clear "no" is almost equally valuable, as it saves time for both parties and ensures you're investing your efforts where they're most needed.

## Key Takeaways

- A free consultation is an opportunity to build trust by addressing specific client goals and challenges.
- Always have a clear structure for the consultation to guide the conversation effectively.
- Use BAMFAM (Book A Meeting From A Meeting) to schedule the next step and keep momentum going.
- Show leadership during the session to establish confidence and provide clarity for the client.
- Encourage commitment to the next steps or draw a clear "no" to save time for both parties.
- This strategy will work best if you are filling your funnel via other strategies like Content Marketing and Partnerships

## Next Steps

- Set up an easy-to-use booking system like [Calendly](#) or [SavvyCal](#)
- Make a "Consultation Plan" that structures how you run the meeting. This doesn't need to be scripted but in the very least have an ordered checklist to go through.
- Determine what your "Call to Action" or next steps are and build that into your plan. You need to strike when the iron is hot and show leadership during the call.

# Tools

- Scheduling software like Calendly
- Video conferencing tools like Zoom
- Online forms tools like those in Training Tilt to collect information for the consultation or to onboard new clients.

## Related Blog Articles

[Don't Over Automate Your Coaching](#) offers insights into maintaining a personal touch during client interactions. This complements offering free consultations by ensuring that potential clients feel heard and understood.

# 6. Email Marketing

*Email marketing is a way to directly communicate with potential clients by providing valuable content and updates, helping build trust and nurture relationships.*

Email marketing is all about building trust and delivering value to your audience. It's not just about pushing sales—it's about nurturing relationships over time. Share helpful tips, training insights, and motivational content tailored to your ideal client to establish yourself as a reliable and supportive resource. For example, you could send a newsletter with "5 Tips for Preparing for Your First Marathon" or a seasonal guide like "Winter Training Tips for Cyclists." Once your audience feels connected and sees the value you provide, they're more likely to consider your services.

When it comes to frequency, focus on delivering consistent value. A good rule of thumb is to send value-driven emails at least 3-4 times for every sales-focused email. Value emails could include training advice, client success stories, or expert insights, while sales emails might promote a specific program or a limited-time offer. This balance ensures you maintain trust while gradually introducing your services. Patience and consistency are key—focus on helping first, and the sales will follow.

Email marketing has two important parts. One is the content you actually send out, which should be tailored to your ideal customer and provide value through tips, insights, and stories. The other part, often overlooked by coaches, is proactively building your email list in the first place. Many coaches make the mistake of simply adding an opt-in on their website like "Join our Newsletter," but most people don't want to just be part of a newsletter. A better approach is to repurpose some of your valuable content to create a "lead magnet," such as a free training guide, checklist, or resource. Use all your channels, including paid advertising, to promote this lead magnet in exchange for email addresses. If the lead magnet truly provides value, it becomes a fair exchange and helps you build a robust email list of engaged prospects.

## Key Takeaways

- Email marketing has two crucial components: creating engaging content and proactively building your email list. If you skip the building part, the engaging part will be a waste of time and effort.
- Value-driven emails should dominate your strategy, with at least 3-4 value emails for every sales email.
- Use lead magnets, like free guides or checklists, to incentivize sign-ups and grow your list.
- Promote your lead magnet across all channels, including paid advertising, to attract high-quality leads.
- Consistency in sending emails builds trust and keeps you top-of-mind for potential clients.
- The content of your emails should be targeted at the goals, problems or desires of your ideal customer profile.



## Next Steps

- Subscribe to an email marketing tool. We integrate some good platforms into Training Tilt. You can see them on our home page [here](#).
- Create valuable lead magnets to encourage sign-ups, such as free training plans, event preparation guides, or nutrition tips tailored to your ideal client.
- Create opt in forms and distribute them on your website, via your partners, in your social media posting schedule and with paid advertising.
- Send regular, value-packed emails once a week or biweekly, focusing on topics that resonate with your target audience.
- Alternate between value-focused emails (e.g., tips, stories, motivational insights) and sales-oriented emails (e.g., program offers, limited-time discounts). A good ratio is 3-4 value emails for every sales email.

## Tools

- Email marketing platform, lead capture forms.
- Calendar or project management tools to plan your emails.
- A website or landing page platform like Training Tilt or others to embed your opt in forms on.

## Related Blog Articles

[7 Mistakes Coaches Make with Email Marketing](#) outlines common mistakes to avoid when using email marketing to grow your list. This ensures your email campaigns are effective and don't fall into common traps.

# 7. Host Live Webinars or Q&A Sessions

*A live webinar is an online session where you can share valuable insights, answer questions, and interact directly with a group of potential clients in real-time.*

Live webinars work because they allow you to connect with potential clients in a dynamic and interactive way. Unlike static content, webinars provide real-time engagement where you can address specific questions and tailor your insights to your audience's needs. This builds trust and demonstrates your expertise in a more personal and impactful manner.

When planning a webinar, it's important to choose topics that resonate with your ideal clients and address their common problems or pain points. For instance, a webinar on "Avoiding Marathon Training Mistakes" might attract beginners who are struggling with where to start, unsure of how to build a proper training plan, or concerned about injuries. Similarly, a session on "Strategies to Avoid Fueling Mistakes" could resonate with experienced athletes who face inconsistent performance, fatigue, or challenges in perfecting their race-day nutrition. Keep the content focused and actionable, leaving participants with clear takeaways they can apply immediately. By addressing these pain points directly, you position yourself as a solution provider, making your coaching services more appealing and relevant to their needs.

Leveraging and repurposing your existing content can help you be more efficient in creating your webinars. Even simple content, like the feedback you give to individual clients can be turned into a webinar topic. For instance, if multiple clients have asked about pacing strategies or made common nutrition mistakes during races, these can form the foundation of an engaging webinar. Coaches often overlook how much valuable material they already produce in response to client questions and challenges. By identifying recurring themes, you can create webinars that resonate with your audience because they directly address real-world issues.

Promoting your webinar effectively is most crucial. Use email marketing, social media, paid advertising, and partnerships to spread the word. During the webinar, ensure it flows smoothly by preparing an outline and incorporating time for live Q&A to increase engagement and build rapport with your audience.

A strong Call to Action (CTA) is critical at the end of your webinar. Including a one-time or time-sensitive offer, such as a discount or exclusive program access, can drive immediate action. This creates urgency and leverages the excitement generated during the webinar, increasing the likelihood of attendees committing to your services.

## Key Takeaways

- Webinars provide a dynamic way to engage with potential clients by addressing their specific pain points in real-time.
- Choose topics that align with your ideal client's challenges and offer actionable solutions.
- Repurpose content you have already created for webinar topics.
- Promoting your webinar effectively is crucial.
- Incorporate live Q&A to build rapport and trust with your attendees.
- End your webinar with a strong, time-sensitive CTA to capitalize on the excitement and drive immediate action.

# Next Steps

- Choose a webinar topic based on recurring client questions or common challenges your audience faces.
- Create an outline to keep the session focused and actionable.
- Promote the webinar through email marketing, social media, and partnerships.
- Prepare a time-sensitive offer or exclusive deal to present at the end of the webinar.
- Plan time for a live Q&A session to build trust and engagement with attendees.

# Tools

- Webinar hosting platform. Keep it simple to start, Zoom is fine.
- Presentation software like Key Note or Google Slides.
- A tool like Training Tilt or your existing website for sending prospects to to accept the offer. Training Tilt has built in landing pages, payments, memberships, products to cater for this.



## 8. Network Within Communities

*Networking within communities means actively engaging with groups, events, or online forums where your potential clients gather, creating opportunities to build relationships, showcase your expertise, and increase your visibility.*

Networking within communities involves more than just showing up—it's about becoming an active and trusted member of the groups, events, or forums where your potential clients gather. For example, participating in a local running club's weekly meetups not only increases your visibility but also allows you to build authentic relationships with potential clients. Similarly, attending triathlon expos or cycling workshops gives you the opportunity to interact directly with people who are passionate about endurance sports. Online forums or social media groups can also be powerful, as answering questions and offering valuable advice demonstrates your expertise and willingness to help. The key is to identify where your ideal clients are and engage meaningfully, focusing on building trust and rapport over time.

Networking within communities works best when you focus on contribution rather than self-promotion. People are drawn to those who are genuinely helpful and willing to share their expertise. Avoid pitching yourself directly in these spaces—trust that if you provide value, people will visit your profile to learn more about you. Save self-promotion for your profile or a private conversation. Additionally, be cautious when posting links; only share them as part of specific, well-thought-out answers to questions, not as your initial post. Many online communities frown upon overt self-promotion, so always prioritize building trust and providing value.

### Key Takeaways

- Networking is about contributing value, not promoting yourself.
- Focus on building authentic relationships and trust by being helpful and sharing expertise.
- Engage meaningfully in online forums, local events, and social media groups where your ideal clients are active.
- Use your profile as a place to showcase your services, rather than directly pitching in discussions.
- Post links sparingly and only when they genuinely add value to a specific question or topic.

### Next Steps

- Find out where your ideal clients hang out in person and online and hang out there too.
- For online communities craft your profile carefully. This is where you can promote yourself and your business.
- Schedule this as part of your daily or weekly tasks. Like most things in this guide, consistency is also key for this strategy.

### Tools

- Online forums and community platforms like Facebook Groups, Reddit, or LinkedIn.
- Local event boards or meetup platforms for finding in-person gatherings.
- Social media accounts to engage with groups and discussions.
- Scheduling tools to set time aside for regular engagement.
- A well-optimized profile that highlights your services and expertise.

# 9. Paid Advertising For Distribution

*Targeted advertising is a method of using paid ads to distribute and amplify all your other strategies, such as partnerships, content marketing, and webinars, helping you reach potential clients more efficiently and effectively.*

Paid advertising is not a standalone strategy in the context of this guide; rather, it is a channel to amplify and distribute all the other strategies effectively. Distribution in this context refers to the process of ensuring your content, partnerships, webinars, and other efforts reach the widest possible audience, including those outside your immediate network. Many coaches underestimate the importance of distribution, focusing heavily on content creation but neglecting to ensure that content is seen by the right people.

For example, you can use paid ads to promote your lead magnet from your email marketing strategy, direct traffic to your webinars, or highlight testimonials and case studies to build trust. The key is to use paid advertising strategically to amplify the reach of the work you've already done, not as a replacement for it. Properly targeted ads can extend your visibility to people who fit your ideal client profile, ensuring your efforts yield better results.

Paid advertising falls into two main types: lead generation and distribution of other strategies, and direct calls to action or sales. The first type focuses on generating a larger audience by promoting your lead magnets, content, webinars, or partnerships to people who fit your ideal client profile but may not know you yet. This helps to build awareness and trust by introducing potential clients to your ecosystem.

The second type of advertising—calls to action or direct sales—works best when targeting people who already know, like, and trust you. These ads are designed to drive immediate actions, such as signing up for a program or purchasing a service. However, skipping the lead generation phase and jumping straight to sales-focused ads for a cold audience is usually ineffective and wastes advertising dollars.

By strategically combining these approaches, you can grow your audience and convert warm leads into paying clients. The key is to use lead generation ads to build trust and nurture relationships, so when you introduce sales ads, your audience is primed and ready to take the next step.

## Key Takeaways

- Paid advertising is a powerful channel for amplifying and distributing your existing strategies, not necessarily a standalone approach.
- Use lead generation ads to build awareness and trust by promoting valuable resources like lead magnets, webinars, or content.
- Reserve direct sales ads for warm audiences who already know, like, and trust you.
- Skipping lead generation and targeting cold audiences with sales ads often results in wasted advertising dollars.
- Distribution ensures your content reaches the right people, increasing the effectiveness of all your other efforts.

## Next Steps

- Commit some time to educating yourself on how online advertising works. After this time decide whether it is something you think you could manage yourself or whether you would prefer to work with an online advertising specialist. Either way, should still retain ownership of the overall strategy.
- Identify which of your existing strategies (content, partnerships, webinars) would benefit most from paid promotion.
- Create a lead generation ad campaign to promote a valuable resource, such as a lead magnet or webinar.
- Run direct sales campaigns only for warm audiences via "retargeting" who have already interacted with your content and shown interest in your services.
- Set a budget and schedule for your ads to ensure consistent exposure without overspending.

## Tools

- Advertising platforms like Facebook and Google Ads
- Landing page tools like the ones built into Training Tilt, your existing website or others.
- Online advertising professionals

## Related Blog Articles

[Marketing Is Not Advertising](#) [explains](#) the difference between advertising and overall marketing efforts. This helps in understanding how to balance your paid campaigns with organic methods to maximize effectiveness.

[Three step marketing](#) from Training Tilt blog

[Retargeting advertising for coaches](#) explains what retargeting is and how it works.

## Final Thoughts

Building a thriving endurance coaching business takes effort, strategy, and consistency. These 9 strategies are designed to help you attract new clients, grow your business sustainably, and focus on what you do best—coaching. Remember, you don't need to implement everything at once. Start with the strategies that align best with your strengths and your ideal clients' needs, and build from there.

We're excited to help you implement these strategies and grow your coaching business. To make it even easier for you to get started, we'd like to offer you a FREE month on top of our standard 14-day trial when you sign up for [Training Tilt](#).

[LEARN MORE](#)