



**Boost your
Coaching Business**





Smart Content Planning for Coaches

with

Helene Musso

26 May 2021

Advancing coaching in business and society, worldwide

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Today's webinar



What is social media content?

To what purpose do we create content?

Where do you start?



Key principles of social media

2 amazing low cost tools!

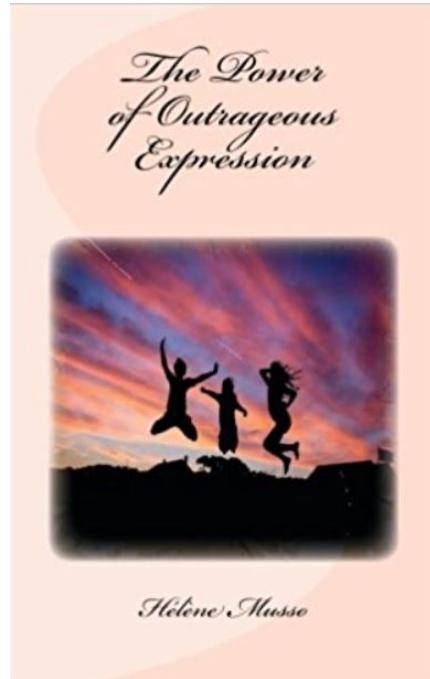
What about lives and videos?



Who am I ?

- Confidence & Public Speaking Coach - specialising in helping individuals & heart centered businesses to overcome their fears of speaking, online and offline.
- @publicspeakingfromtheheart
- @theheartsinbusiness
- NLP trained
- Author and course creator, very French!
- Co-leader of the Essex Association for Coaching Co-coaching group

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HEARTS IN BUSINESS HAS OVER 30+ TRAINING MATERIALS TO HELP YOU SHINE YOUR MAGIC ONLINE, TO INCLUDE:

- Develop your confidence on camera
- Social media training; Instagram, Facebook & Pinterest
- Create beautiful on brand graphics
- Simplify your marketing process
- Lead Magnet & Sales funnel training
- Grow & Nurture your email list on Mailchimp & Active campaign
- Mindset & Productivity resources

MY ONLINE COURSE



Speaking from the Heart

The book and the course go hand-in-hand so please take a look at my book page.

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A definition of social media content :



The term social content was recently coined with the rise of social media and generally means anything that someone has posted or shared with others.



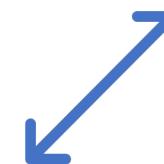
Content marketing are methods by which businesses or individuals use their social media content to attract and retain customers or followers.



Social media content models refer to the link between social media and content-sharing that occurs online on multiple social media platforms.



As a recent development in marketing the definition of this type of activity is not yet well-understood and is still being defined.



Alleydog.com, psychology for students



To what purpose do
we create content?

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To establish ourselves as expert in our field

To develop social proof (testimonials, case studies, reviews)

Increase your visibility over time

To develop brand awareness and establish your brand

To create engagement with your potential clients and people in your network

To gain trust and ultimately sell and get paid!



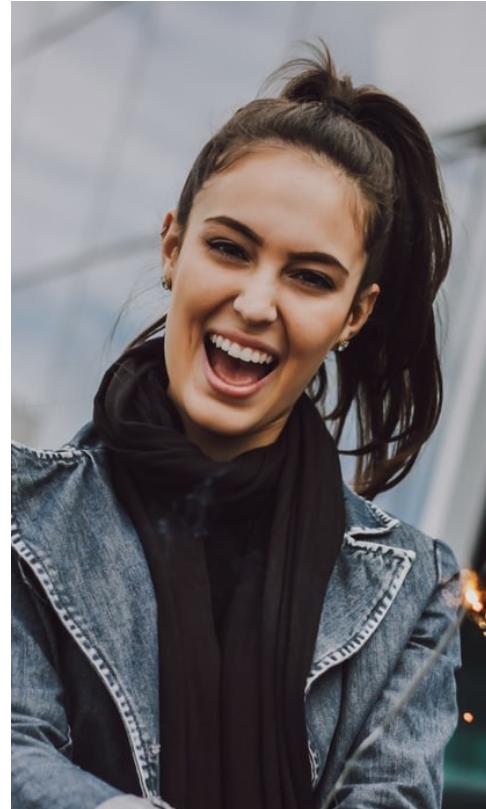
Testimonials

- “Having completed the training, I feel a real sense of achievement. My public Speaking has gained with the confidence that I can be myself and this feels good. Feedback on my speaking has empowered me to be confident in future opportunities.” **Helen Jones, Anglia Ruskin University, Research Administrator**
- “Helene uses very practical techniques and is so supportive throughout her courses to help people to find be able to find a way to speak out and gain the confidence to present a talk”
Jackie Hopper, homeopath
- “I enjoyed the course as it helped me to understand myself and basic of public speaking, it helped me to interact with ease in a group and to express myself. It helped me to understand my strengths and change the perception of myself when it comes to speaking. I would certainly recommend the course to anyone who wishes to speak in public”.
Shiva Shankar, Doctor



Where do you start ?

- So much to do and so little time!
- Start with your client in mind!



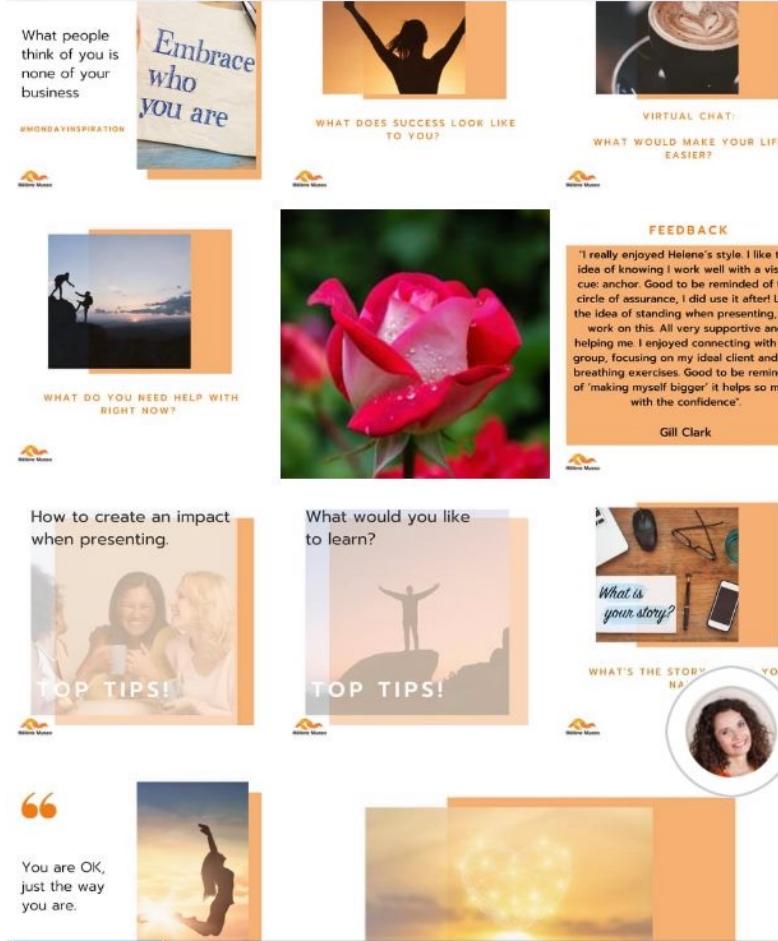


Use the 4 pillars of content

1. Your story (to get people to know you and your services),
2. Video (to help people decide if they like you)
3. Social proof (helps people to trust you)
4. Call to action (to show what you offer).



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Exercise time!

A lot of content you can create - challenge for the next 2 weeks

Bearing in mind your client's problems, difficulties, hurdles, headaches!
I would like you to discuss with a partner one of these and post a blog/vlog in the next 2 weeks and tag me when you do!

3 ideas

1 / Use numbers

3 tips on how to
7 mistakes that people do

2/ Use stories

1 experience you have had that encourage you to become a coach
1 success story of a past client
1 hurdle you have overcome

3/ A soft sale's post

Selling, promoting, last promo. Use : What are you up to these days?, Where are you at?, What I am doing at the moment.



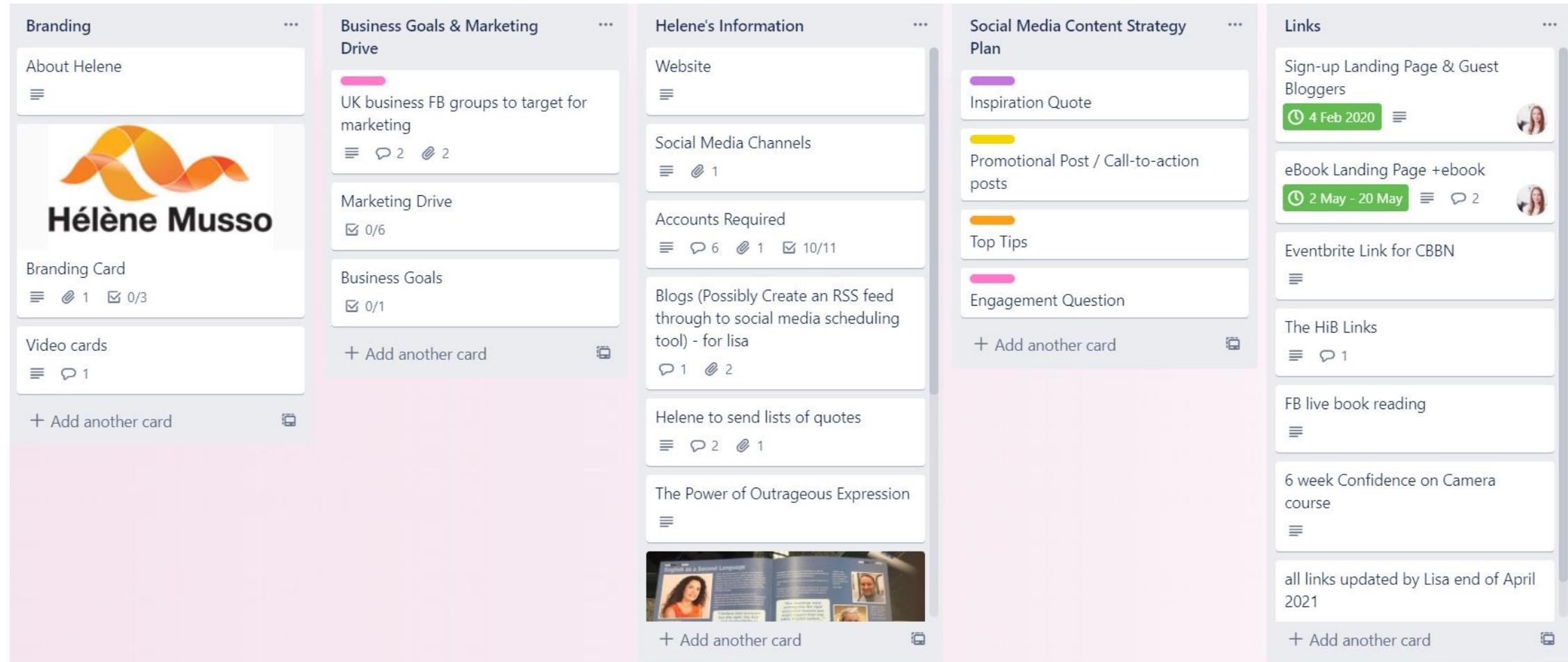
The beauty of content creation : you can repurpose it!

- ✓ Manage your social media posts by using tools like SocialBee to create posts and automate.
- ✓ Use Trello for planning

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TRELLO



Branding

- About Helene
- 
- Branding Card
- Video cards

Business Goals & Marketing Drive

- UK business FB groups to target for marketing
- Marketing Drive
- Business Goals

Helene's Information

- Website
- Social Media Channels
- Accounts Required
- Blogs (Possibly Create an RSS feed through to social media scheduling tool) - for lisa
- Helene to send lists of quotes
- The Power of Outrageous Expression

Social Media Content Strategy Plan

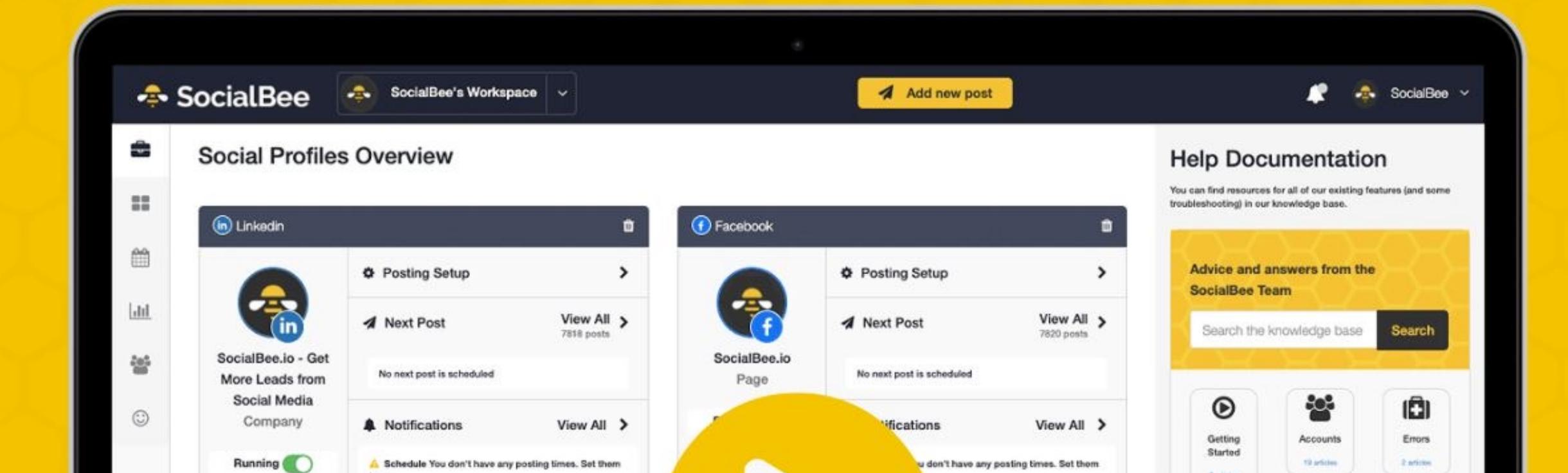
- Inspiration Quote
- Promotional Post / Call-to-action posts
- Top Tips
- Engagement Question

Links

- Sign-up Landing Page & Guest Bloggers (4 Feb 2020)
- eBook Landing Page +ebook (2 May - 20 May)
- Eventbrite Link for CBBN
- The HiB Links
- FB live book reading
- 6 week Confidence on Camera course
- all links updated by Lisa end of April 2021

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SOCIAL BEE



The screenshot displays the SocialBee software interface. At the top, there's a navigation bar with the SocialBee logo, the workspace name "SocialBee's Workspace", and a "Add new post" button. The main area is divided into two sections: "Social Profiles Overview" and "Help Documentation".

Social Profiles Overview:

- LinkedIn:** Shows a profile picture of a bee with the LinkedIn icon. Options include "Posting Setup", "Next Post" (View All 7818 posts, No next post is scheduled), "Notifications" (View All), and a note about scheduling.
- Facebook:** Shows a profile picture of a bee with the Facebook icon. Options include "Posting Setup", "Next Post" (View All 7820 posts, No next post is scheduled), "Notifications" (View All), and a note about scheduling.

Help Documentation:

You can find resources for all of our existing features (and some troubleshooting) in our knowledge base.

Advice and answers from the SocialBee Team

Search the knowledge base Search

Getting Started 

Accounts 

Errors 



The power of the spoken word

- Authentic; it is the real you
- Establish yourself as an expert
- Efficient and fast
- Immediate (for lives)
- Streamyard is a good tool to use for your lives
- Vulnerable : it is about you and only you!
- People buy from people
- People buy people – as a coach that is even more true!

Videos and lives are very scary

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Fear	Fear of being seen , fear of being found out, fear of ridicule, fear of
Fear	Fear of not knowing what to say, how to say, and so on,
Fear	Fear of technology
Fear	Fear of not knowing how to reach your ideal client authentically!



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If you have
considered
videos and
lives but...

- ✓ Come and join me on a 6-week adventure
- ✓ 4 masterclasses live on zoom from overcoming your fears of speaking online to magical content creation for your business.
- ✓ Access to my digital confidence on camera course
- ✓ Access to my hearts in business memberships for the duration of the course
- ✓ Access to a supportive and private facebook groups for you to practise videos and lives and much more

Starts 7th June – limited to 18 – some places already taken

Only £377





QUESTION TIME



THANK YOU!

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