

How to build your coaching business using social media

Following the great success of our first “building your coaching business using social media” webinar, we are pleased to be able to offer this webinar again to all in the Meyler Campbell community. This time we have decided to **capture a recording** of this session, so that we can use it as part of our collection of Continued Professional Development content. Please note, the full webinar recording will only be available in the Meyler Campbell Members area; however a short preview will be available on our general website.

The feedback from our first participants of this webinar was really positive:

- "Incredibly useful session; not just in terms of content, but also a webinar format vital for those who work outside London"
- "Format and content were very good"
- "Really fun and interesting"

The webinar is designed for newly-qualified coaches who are just setting up their professional practice and wondering how to set themselves apart from the competition. It works equally well for coaches who have been in practice for a while, but have not yet decided whether to create a social media presence. The webinar takes learners through some simple steps that help them to consider:

- How a social media presence can support their business objectives
- How to devise a simple social media strategy
- What initial actions to take to raise the profile of their practice and attract their ideal clients

Date, Time & Cost:

Wednesday 16th May 2018

12pm – 1pm GMT

£30.00 – payment details below.

Webinar hosting:

The webinar will be hosted on [Zoom.us](https://zoom.us). Participants will need to be able to access Zoom software and will need to download prior to the webinar start time if they haven't used it before.

Attendance:

There are **ten** places available for the webinar. Participants can share their webcam, if available, and make contact via an audio connection. If participants do not have access to a webcam they will still be able to type any comments or questions that they have into the webinar, but won't have access to the full webinar experience.

Feedback:

Meyler Campbell and Peppermint Fish are keen to know your thoughts and views on the quality of the webinar. As such we will be sending out a short survey to participants so that we can evaluate how our participants felt the webinar went.

If you are interested in participating in this webinar then please complete your payment via Eventbrite here:

<https://www.eventbrite.co.uk/e/meyler-campbell-webinar-build-your-coaching-business-using-social-media-tickets-45132153486>

If you would like any more information about the fact that we will be recording this session or other questions, please contact alanagiles@meylercampbell.com

How to Differentiate Your Coaching Practice

Set yourself apart and find your ideal clients using a simple
social media strategy

Be focused



Provide a consistently
good service to your
clients



Attract new clients
and contacts



Keep on top of
the necessary admin

Be visible



Find out which
platforms your ideal
clients prefer



Develop a social
media strategy



Share good quality
content and advice

Be social



Be consistent



Engage with others -
make 5 comments
before posting



Track interest levels
and tweak your
strategy

Be authentic



Let people get to
know you



..then they will get
to like you



..then they will be
able to trust you

