

# HOW TO BUILD YOUR COACHING BUSINESS

There are a lot of business and executive coaches. Why will your prospect choose you? The fastest way to grow your client base and coaching business is to 1) introduce the case for trust, 2) give resources, and 3) invite them into making an impact with trust.

The Trust Edge Coaching Platform means that you have the tools and support to solve your clients biggest challenges.

**1) Introduction to Trust:** Invite your prospects into the story of how trust can impact them!

## **Make the Case for Trust.**

The first step to differentiating yourself as a Trust Edge Coach is to guide your prospects through a shift of thinking around trust so they can see the impact of trust for building high performing teams and organizations. They may think their issue is related to attrition, leadership or even communication but, at the core, your prospects issues always come down to trust.

Trust Edge Coaches win by knowing and living the 8 Pillar Framework™. Gather personal examples of how the pillars have positively impacted your work!

### **Remember!**

You can utilize the video & resources in the Coaching Platform to quickly help your prospect understand the impact of trust.

## **Key statements to create a shift in thinking:**

- High-trust teams and organizations bring out the best in their people and get the greatest results.
- Trust is the leading indicator of success and it can be actively built.
- At the core, it's always a trust issue.
- The only way to increase referrals is to increase trust in the product, service, or brand.
- The only way to maximize marketing efforts is increase trust in the message.
- It's never a communication issue. Clear communication is trusted; unclear communication is not. High-trust communication is trusted, low-trust communication is not.

**2) Giving resources:** Provide information and value to your prospects with generosity!

- Send a Trust Edge Book
- Send a YouTube video link
- Send an Informational PDF

**3) Invitation:** Give an opportunity for your prospects to engage with trust!

- Facilitate a Public Workshop
- Host a Lunch & Learn
- Present a webinar

**...And over everything, BE a high trust coach. Your clients can tell when you genuinely live out the 8 Pillars of Trust™ in your work and life!**

