

9 Things You Can Do *Today*

TO GET MORE COACHING CLIENTS





Hi there!

I'm so glad you're here to learn how to attract more clients to your coaching practice —welcome!

I'm Uta Demontis, a Brand and Web Designer, and I specialise in helping coaches and solopreneurs grow their businesses.

With over 15 years of experience in the personal development and health & wellbeing field, I bring a deep understanding of the coaching world. I began my journey as a bodyworker and meditation teacher, then trained in NLP and coaching, eventually running a successful relationship coaching practice in London.

Now, I've made it my mission to help coaches like you thrive — so you can do the work you love, enjoy the freedom of being your own boss and create a successful, sustainable income.

On the following pages, you'll find nine powerful strategies to help you attract more clients. These strategies are actionable, and you can start implementing them today.

I'm here to support you every step of the way. If you have any questions or need help, don't hesitate to reach out:

uta@carrotandkarma.com

I look forward to connecting with you!

Uta

1. Reconnect with a client

Before reaching out, take a moment to consider how you can genuinely support or help them. Remember, the focus should be on their needs, not yours.

Think about what might be valuable to them right now — perhaps a helpful resource, an idea or even just a thoughtful check-in. When you reconnect with something meaningful to share, you're starting the conversation on the right foot.

**HOW CAN YOU BE
HELPFUL TO YOUR
CLIENTS?**

Not sure how to start the conversation?

Here are a few ideas that can help you get started:

- Do they have a birthday, anniversary or another life event that you can connect with them over? Congratulate them on their birthday or send an email to find out how their holiday in Cornwall was.
- Think about what they are interested in. What are they passionate about? Then find a great article and send it to them. "I've just come across this article and thought of you."
- Make a connection via something you know they are working on. "I was gardening yesterday and thought of you. I was wondering how your rewilding project is coming along?"
- Just say Hi! You could always just send them an email saying that they crossed your mind and you wanted to see how they are.

Ideally, you'd never lose touch with your past clients. Building and maintaining those relationships is key — nurture them consistently so you're not reaching out only when you're in urgent need of work.

**CONTINUE TO
NOURISH YOUR
RELATIONSHIP WITH
ALL YOUR CLIENTS**

If you haven't already, take the time to create a list of all your past clients. Then, develop a strategy to stay in touch — whether it's through periodic check-ins, sharing valuable resources, or simply letting them know you appreciate their continued connection.

Strong relationships lead to lasting opportunities!

2. Organise a webinar or talk

Hosting a webinar or giving a talk is a powerful way to establish yourself as a leader and expert in your field.

As a coach, building authority is key to attracting the right clients.

**BE SEEN AS
AN EXPERT IN
YOUR FIELD**

Share real, tangible value

Live webinars and talks allow you to showcase your expertise while delivering genuine value to your audience.

This isn't just about sharing knowledge — it's about creating a memorable experience.

When people attend your live event, they get to experience you: your personality, your style and your approach. They'll leave feeling inspired and eager to learn more.

Organise your own events or speak at other people's events

You have two options:

- Host your own events
- Speak at events organised by others

The best strategy is to do both. Mix and match to expand your reach and build connections.

Events can take many forms — educational workshops, networking sessions, entertaining talks or even social gatherings. They can be held online, offline or a mix of both.

The key is to make them interactive and engaging.

**THESE EVENTS
ARE INTERACTIVE
AND LIVE**

3. Nurture the right relationships

Life — and business — is all about relationships.

Your success in business often hinges on the quality of the relationships you've built. Strong connections lead to referrals, opportunities, collaborations and invaluable introductions to your ideal clients.

LIFE AND BUSINESS
IS ALL ABOUT
RELATIONSHIPS

The abundance of these opportunities will depend on the size and quality of your network. To build and maintain a thriving network, you need to focus on two key actions:

1. Nurture your existing relationships

Make a list of people you want to stay connected with regularly — friends, family, clients, colleagues or strategic business partners.

- Help your contacts achieve their goals
- Share resources and opportunities generously
- Stay in touch and show genuine care

2. Build new relationships

Actively seek opportunities to meet and connect with new people who align with your values and business goals. Expand your circle while maintaining authenticity in your connections.

Not sure how to connect?

Here are a few simple ways to reach out:

Mention a mutual connection:

"I was just talking to John, and your name came up, so I thought I'd reach out and say hi!"

Recall a shared experience:

"I was looking through old photos yesterday and thought of you. Remember that amazing trip to Thailand we took?"

Send a friendly check-in:

"You crossed my mind today, and I wanted to see how you're doing. How's everything going with [specific topic]?"

STAY IN TOUCH
AND SHOW THAT
YOU CARE

4. Partner up for a joint venture

Teaming up with a colleague or business associate can be a powerful way to expand your reach and impact.

Whether you work closely together or provide mutual support from a distance, collaboration offers countless opportunities to grow your business.

Consider co-creating an experience like an event or workshop that brings value to your shared audience. Alternatively, you could invite each other as guests on your podcasts or promote each other's offerings to your email lists.

Find the right fit

Choose a partner who serves the same target audience but offers a complementary service. For example:

- If you're a relationship coach for women, partner with a coach for men to co-host a workshop for couples.
- If you're a yoga teacher, collaborate with a shop that sells yoga gear to create a joint event.

**THEY SERVE THE
SAME TARGET
AUDIENCE,
BUT OFFER A
DIFFERENT SERVICE**

By working with someone whose services align but don't compete with yours, you'll provide added value to your audience while tapping into theirs.

Choose wisely

Your partner reflects your business, so it's important to select someone whose values and professionalism align with your own. Think about who would make a great teammate for a joint venture, especially if you're co-leading an experience.

**WHO WOULD YOU
MAKE A GOOD
TEAM WITH?**

It's a win win for both of you

Joint ventures boost your marketing reach, energy and available resources. By combining your efforts and networks, you'll attract more clients and achieve greater results together than you could alone. It's a win-win for both of you!

5. Tap your current network for referrals

Your relationships are the foundation of a successful business, and your network can be a powerful tool for generating referrals. Here's how to leverage it effectively:

Reach out to your contacts — friends, family, colleagues, business associates and clients — and ask for referrals.

People are more likely to recommend your services if they know, trust and value your work.

ASK FOR A REFERRAL TODAY

Two main referral sources

- 1 Your network: Friends, family, colleagues and other professionals you've built relationships with.
- 2 Your clients: Satisfied clients are some of your best advocates and can refer others to you based on their positive experiences.

Build a referral network

Create a core group of professionals who serve a similar audience and can refer clients to you regularly.

For instance, if you're a health coach, your referral network could include massage therapists, yoga studios, personal trainers, local gyms, acupuncturists and juice bars.

By forming a mutually beneficial network, you can create a steady flow of referrals while also offering value to your clients by recommending trusted professionals.

SET UP A CORE REFERRAL NETWORK

Offer incentives

Make it rewarding for your referral partners to recommend you. Consider:

- Gifts: A thoughtful token of appreciation.
- Reciprocity: Return the favour by referring clients to them.
- Referral fees: Offer a commission or reward for each new client they send your way.

A well-nurtured referral network can help you grow your business faster, strengthen relationships and enhance your reputation within your industry.

6. Create a community

Building a community around a topic you're passionate about is a great way to connect with like-minded individuals and grow your business organically.

Think about what excites you. This could be directly related to your work or completely separate from it. Your enthusiasm for the topic will attract people who share similar interests.

Your community can exist online, in person or both.

Consider where your ideal audience spends their time:

- Online: Platforms like Facebook and LinkedIn are excellent for creating groups where your prospective clients are already active. Choose the platform they frequent most.
- In person: Meetup is a fantastic way to start a local group and organise events in your area.

Host regular events

Offer free events at least once a month to foster connection and provide value. These gatherings can range from casual discussions to mini-workshops or social meetups.

The goal is to build relationships and share useful, relevant content. Avoid directly pitching your services at these events. Instead, focus on creating a supportive and engaging environment that encourages trust and collaboration.

**HOLD A REGULAR
FREE EVENT**

Offer free consultations

Don't try and pitch your sessions, coaching programmes or whatever else you offer directly at those events.

Instead, invite your guests to a free initial consultation with you. Having a private one-to-one chat with you will allow your prospective clients to connect personally with you, and you'll be able to see whether the two of you would be a good fit.

**INVITE YOUR
GUESTS TO A FREE
CONSULTATION**

7. Attend events where you can meet your target audience

To connect with potential clients, you need to show up where your target audience spends their time.

Identify the right events

Think about the types of events your ideal clients would attend. For instance:

- Do they go to conferences or industry expos?
- Are they drawn to workshops, classes or seminars?
- Would you find them at yoga sessions, networking meetups or community gatherings?

**WHERE CAN YOU
MEET YOUR
TARGET AUDIENCE?**

Choose events that align with both their interests and yours — this makes the experience enjoyable for you and fosters authentic connections.

Start conversations and extend invitations

Engage with people naturally, and if the conversation flows, invite them to your next free event, whether online or in person. Let them know the topic of the talk or webinar and gauge their interest.

**INVITE PROSPECTIVE
CLIENTS TO YOUR
NEXT FREE EVENT**

If they're interested, collect their name and email address. After the event, follow up with a friendly email, sharing details and a personalised invitation. This keeps the connection warm and shows you value their time.

Consistency is key

To increase your chances of meeting potential clients, make a habit of attending these events regularly. Being in the right place repeatedly builds familiarity and trust, making it more likely for connections to turn into long-term relationships or clients.

By putting yourself in the spaces where your audience gathers, you create opportunities to engage with them naturally while demonstrating your passion and expertise.

8. Catch up with a friend

This strategy is not only effective but also enjoyable.

Staying connected with your friends and family is a wonderful way to nurture your personal and professional network.

STAY IN TOUCH
WITH YOUR
CORE NETWORK

Your core network is your greatest support

Your closest community — friends, family and trusted contacts — can play a vital role in supporting your business.

While they may not become your clients, they can:

- Refer potential clients to you
- Introduce you to helpful connections or collaborators
- Offer insights, advice or even encouragement when you need it most

Your friends know you well and trust you, which makes them invaluable allies. They'll often be eager to help, just as you'd be happy to support them.

Strong relationships require care and attention. Make an effort to check in on your friends, celebrate their successes, and offer your help when needed.

SHOW YOU CARE

Meet up and catch up

Schedule time to meet with a friend — over coffee, drinks or even a Zoom call — and catch up on each other's lives.

Use this opportunity to:

- Learn about their current projects or challenges
- Share your latest business updates or offerings
- Look for ways to support their goals or connect them with resources

When you take a genuine interest in their needs and offer your help, your friends are likely to reciprocate. This exchange strengthens your bond and often leads to unexpected opportunities.

In short, nurturing your friendships benefits not just your personal life but also your business. It's a win-win that's built on trust, care, and mutual support.

9. Pay it forward

Strengthen your relationships and grow your business by adopting a pay-it-forward mindset. By giving first, you create a positive ripple effect that benefits everyone involved.

Offer value to your network by:

- Referring clients to your colleagues or business associates
- Making introductions that could lead to collaborations
- Sharing helpful resources, tools or insights

**BE A RESOURCE
FOR OTHERS**

Give what you want to receive

Think about what you want more of in your business — clients, referrals or joint venture opportunities — and lead by example. For instance:

- If you want more referrals, start by actively referring others
- If you're a service provider, invest in the same services you offer. For example, if you're a massage therapist, book regular massages with a trusted colleague

When you embody the values you want to attract, you create a natural flow of goodwill and reciprocity.

Be the source

Whatever you want to experience in your business, be the one to initiate it for others. The more you give, the more you'll inspire others to reciprocate, building a supportive and thriving network.

A simple plan to start

Don't try to implement every strategy at once. Choose three strategies each day to focus on, and incorporate them into your routine. Consistency is key. Over time, these small, intentional actions will help your business grow steadily and sustainably.

**CHOOSE
3 STRATEGIES
EVERY DAY**

By paying it forward, you're not just building your business — you're fostering a community of trust, support and mutual success.

CHECKLIST

to do daily

Choose three of these nine strategies every day to get more clients and grow your business

- Reconnect with a client
- Organise an event / webinar
- Nurture the right relationships
- Partner up for a joint venture
- Grow your community
- Ask for a referral
- Join an event where you can meet your target audience
- Chat with a friend
- Pay it forward

Notes:

That's it!

What you've just read will help you attract more clients — but only if you take action.

I know it can be challenging to do it all on your own. Having the right support makes everything easier and more effective.

If you're ready to grow your coaching practice, I'd love to help you.

Here's how I can support you:

- **Branding:** Clear, compelling visuals and messaging that resonate with your audience.
- **Website Design:** A professional online presence that reflects your brand.
- **Website Care & Marketing:** Website maintenance and marketing packages.

Get in touch today and **schedule a free 30-minute Zoom** call to find out if we're a good fit to work together.

I look forward to hearing from you!

Uta

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**SCHEDULE A CALL
WITH ME TODAY**