Marketing Your Life-Optimization Coaching Services

There are many ways to market life optimization coaching services and attract clients interested in contracting for these services. Many coaches advertise their services in newspapers, magazines, and professional niche market publications such as Self-help, Health and Fitness, Business and Psychology magazines, professional journals, and other publications that cater to families and self-improvement interests.

Others successfully market their services online through a variety on the modalities including banner ads, ezines, personal development and success/business interest websites, as well as in social media, pay per click, and many other paid advertising sources. Others have established themselves as experts in the Life Coaching elevation niche by publishing articles on any of the thousands of websites that welcome expert contributions. Furthermore, there are a myriad of daily opportunities for experts in this arena to conduct teleseminars and phone interviews that allow for the sharing of knowledge to a hungry audience. Others create complementary audio or video recordings or e-books that are offered for free to those interested in learning more about this topic. These complementary gifts can be made available on websites while driving traffic to them or as bonuses for online events such as book launches. Other coaches have successfully conducted educational talks at schools and colleges, for sporting organizations and hobby clubs, and other groups interested in supporting people to be the best. With a little creativity, life optimization coaches soon discover that there exists an endless, appreciative, and hungry market that will welcome and seek out their services.

Do Well While Doing Good

There are likely few professions that rival the fulfillment, satisfaction, and sheer joy that being a life-optimization coach brings. Beyond the benefits of being self-employed, lucratively paid, and having the time freedom to work where you want and when you want, there is likely no greater reward than knowing that you, as a life optimization coach, have had a direct and transformational impact on the lives of those you work with. It is because of the commitment of life coaches to supporting people to grow personally and professionally into happy, fulfilled, abundant, self-actualized, and successful contributors to society that our world is being made a better place and the consciousness of our planet elevated as more and more personal development seekers will likewise impact the lives of others. I welcome you to this life-changing, transformational profession.

To Your Success,

Joe

Dr. Joe Rubino
Chief Empowerment Officer

http://www.CenterForPersonalReinvention.com