



V.

VANESSA TALBOT

STEP INTO THE SPOTLIGHT

RADIANCE AND INFLUENCE FOR
COACHES & CHANGE MAKERS
HANDBOOK

A step by step guide for Coaches & Change Makers to
Get Known and Attract Clients

V.

VANESSA TALBOT

CLIENT ATTRACTION FOR COACHES AND CHANGE MAKERS

THE RADIANCE & INFLUENCE HANDBOOK

For Coaches who want to step up big to Get Known and Attract Clients

Welcome to the Radiance & Influence Handbook for Coaches and Change Makers.

Through working with thousands of coaches, from the very beginning coaches right through to top level coaches, it's become clear to me that the biggest problem for coaches is how to get started! There is always concern about how to get clients and create an abundant, thriving coaching business. Along with a secret desire to reach more people and transform more lives for a greater good.

Whether you are new Coach, have been coaching for a while and not getting enough clients, I created the Radiance & Influence work book to lead you through the steps to establishing 'presence' where you stand out, command attention, and attract paying clients.

Take your time with this handbook. It isn't something to read through in 5 minutes then throw away.

I have provided you with a luxuriant place to ponder, drop your thoughts, and create clear answers to your very questions – “Where do I start, and just how do I stand out from all the noise and attract clients?”

It's the very beginning to your way forward towards building your abundant, magnetic, high value coaching business.

It's your time to Shine!

Vanessa T xxx





ABOUT VANESSA

Hi, I'm Vanessa. And I will keep you on the right path to getting known and attracting more clients Really getting known.

One of my favourite creations is my popular Facebook group Coaches, Change Makers: Step into the Spotlight. You'll find me in there a lot mixing it up with the many other high vibe coaches and change makers who have big plans.

Come join us by requesting to join today.

I've helped thousands of coaches and change makers to Get Known and Attract Clients, and personally coached top writers and authors, Olympic athletes and a celebrity or two.

I'm best known as the Goddess of Radiance & Influence for Coaches and Change Makers, specialising in inspiring coaches to ignite their presence so they get known, build a greater following of raving fans, and naturally attract more clients.

That's why we call it Radiance and Influence.

P.S On a personal note, I'm a country girl and wildlife carer, who likes to hermit on my lifestyle property with my family, our 4 kangaroos, 5 beautiful horses, bunnies, birds and the nature that surrounds us.

Radiance

Step 1

IT'S BIGGER THAN YOU - YOUR WHY

Why did you want to become a coach?

What's your passions?

Your values?

What do you want to be remembered for, both now
and when you are gone?

Step 2

Beautiful Dreamer - Dream and Define. Set Goals.

Describe the dream day for your coaching business?

Where do you want to be in 5 years?

What is your one year goal for your coaching business? (Think how many clients you want to be working with, how big a following you want to impact, how much income you desire to live your dream life as a coach.)

Do now: Get yourself a planner and map out your first 3 months. This is your 90 days, and how to break down your goals for the year into smaller size pieces. Coaches succeed in building their business when they set goals, break them down into smaller steps, and follow through.

Leave plenty of room to add to your 90 day goals as you work through this workbook.

Want my 90 Day Goal Sheets which you can print out to use? [Download here.](#)



Step 3

BELIEVE CULTIVATE YOUR MIND FOR ABUNDANCE – THE MOST IMPORTANT ELEMENT OF A SUCCESSFUL COACH & CHANGE MAKER

How successful you will be at enhancing your profile and business will be due in a large part to how you think.

What do you currently believe about yourself?

What beliefs are holding you back?

What do you need to believe to be able to step into the spotlight and shine?

Here's a few other success tips that will be important for you to believe in.

1. I create my own success and take full responsibility for it.
 2. My mind is always open to possibilities.
 3. On the other side of my comfort zone is where the Magic happens.
-

Step 4

Your ONE Thing

When people hear of it, they'll automatically associate your name with it. Why? Because it's your area of brilliance. It's that one area where you can truly stand out and shine.

What is the ONE thing you want to be known for?

Who wants and will pay for that ONE thing from you? (This becomes your target market).

What do you want to say to them? (craft it into a simple message that is easy for them to understand).

Let's glide into the future. You're famous for that ONE thing. Nobody does it as good as you. What do people say about you? (now turn that into a title and an elevator speech when others ask you what it is you do!)

For more on discovering your ONE Thing watch my [free training here](#).



Step 5

MAGIC NUMBER

Time to get into the nitty gritty– how much do you need to earn a month to feel comfortable running your coaching business? I call this your Magic Number. You can leave your job, and feel comfortable that you'll be making enough from your coaching to pay your bills, and have money to enjoy your life. It's earnings that will replace your job and maybe even more.

Work it out so you know what you will be aiming for originally for monthly income from your coaching business. When you know what you need to make each month, you can then plan how to get it.

Monthly Expenses

Fun Money!

Monthly Magic Number \$ _____

Now you know what you're shooting for each month as a base line.

Step 6

Bring Your Number to Life

You know your Magic number. What you need to earn each month to feel that you're being provided for by your coaching business. The next question is, how are you going to bring it in?

Brainstorm how many of your 1:1 packages, group programs, courses, and products you need to sell each month to make your Magic Number.

List your Services and their price i.e. 1:1 Packages, Group Program, Course, Other Income Producing Products.

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To Reach my Magic Number of \$ of coaching income each month I need to sell

1:1 packages Group Program

Course Other Products

Just starting out with only 1:1? That's perfect. Just work out what you're selling your packages at and how many clients you need each month at those prices.

[If you're stuck on how to create and price your packages, grab my online course Convert! For Coaches. At only \\$78 it will be your best start up buy.](#)

Calling In Your Clients

You've got your beautiful Magic Number, and you know how you'll make that number each month from your brilliance.

It's time to step into the spotlight and shine. Your Radiance is what will call in your clients so you make your Magic Number, and in time so much more.

But where are they going to come from?

Turn the page and let's start defining how you can begin calling in your clients.

Step 7 Across the Platform Presence

You've got to have a stand out look that attracts your ideal clients to you.

It's got to be across all your social media platforms and your website.

Choose 3 elements that define your stand out style and represent you in the way you want your target market to see you.

Mine are Radiance, Adventure, Playfulness

* Paint this look everywhere. Update your photo and banners on your social media platforms such as Facebook and LinkedIn

*Update your website home page where your audience, and other influencers get their first glimpse of you and what you're all about. Most important is WHAT they gain from your service and that you look appealing to them.



Step 8

Work it on Social Media Social media is an easy way to reach many people.

You don't need to be on everything.

You only need be where your target market are. That is easy right?!

Which social media platforms will you be on to reach your target market?

Now work it!

Show up with posts, videos, livestreams, gorgeous images and a nything else that will get your audience used to seeing you.

The more your audience see you the more they develop Know, Like, Trust, an all important factor in bringing you more clients.

No hiding!! Get out and Shine!



Step 9

GLORIOUS GIVEAWAY

A good solid freebie works to get noticed by the very people you want to be noticed by – your potential clients.

Your freebie is your lead magnet. It's something you giveaway in exchange for an email address so you can grow your list of potential clients.

What's the main problems of your target market?

What do they really want?

Aside from coaching with you, what would be most helpful to them to help them with their situation?

How will you deliver that helpfulness to them easily? i.e a checklist, webinar, pdf, e-book, video series, challenge, short course??

Make this your lead magnet and get your potential clients signing up for your freebie.

For a full Client Capture System join the next round of my **Step into the Spotlight: Get Known Attract Clients group program**. You'll develop your client attraction so much more by doing my program with the company of other fast developing coaches.

Step 10

Your Jump Off The Fence Offer

You have people signing up for your freebie. They're watching you on social media, thanking you for your brilliance.

Yet still your calendar isn't booked solid with prospect calls.

It's a fact that a lot of people are sitting watching you, taking all your content, but still not acting on hiring you. I call them fence sitters.

And this is where I ask you to call in my very special Jump Off The Fence Offer.

It's a no brainer, low cost, low risk that your ideal clients will need and want to have. It's designed to get all those lurkers, and free content consumers of yours, jumping off their fence of hesitation, and actually spend some real in person 1:1 time with you. It's on that limited 1:1 time with you to blind them with your brilliance!!

Create yours right now.



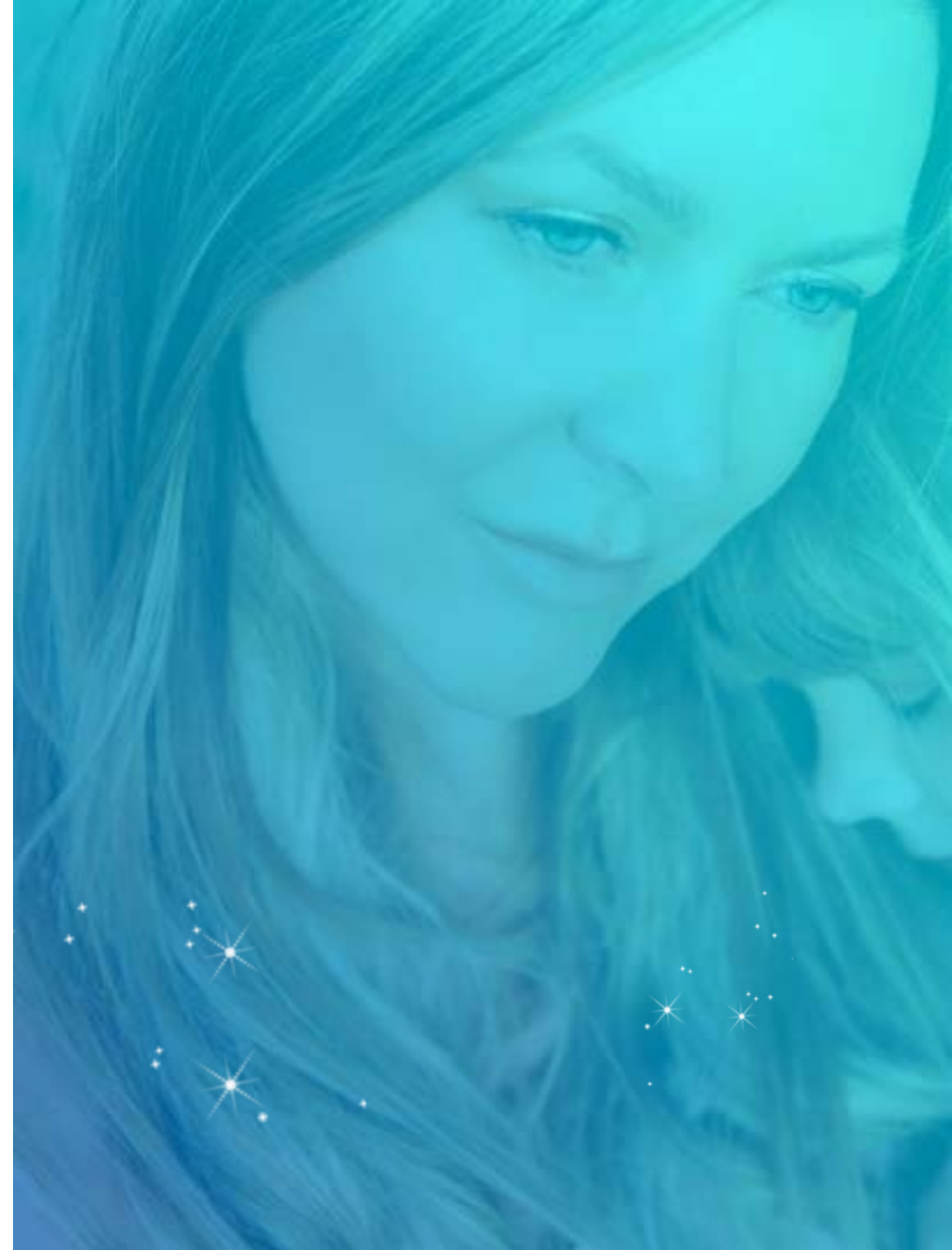
It must be:

- low cost (under \$150 but NEVER FREE)
- something your target market really want or need
- risk free (they can taste you, and get out easily if they want)
 - be no longer than 1 hour.

This enables them to spend 1:1 time with you for a short while and at a low cost in a way that has them begging for more when they experience your brilliance.

For some inspiration, check out two of my **Jump off The Fence Offers – Coach Rescue Kit \$150** and **Tarot my Biz \$99**.

Of course if you would like my help with your **Jump Off The Fence Offer, book Coach Rescue Kit**. It's an absolutely perfect way to spend that 45 mins with me.



Step 11

Imagine your Radiance & Influence Get Known strategy

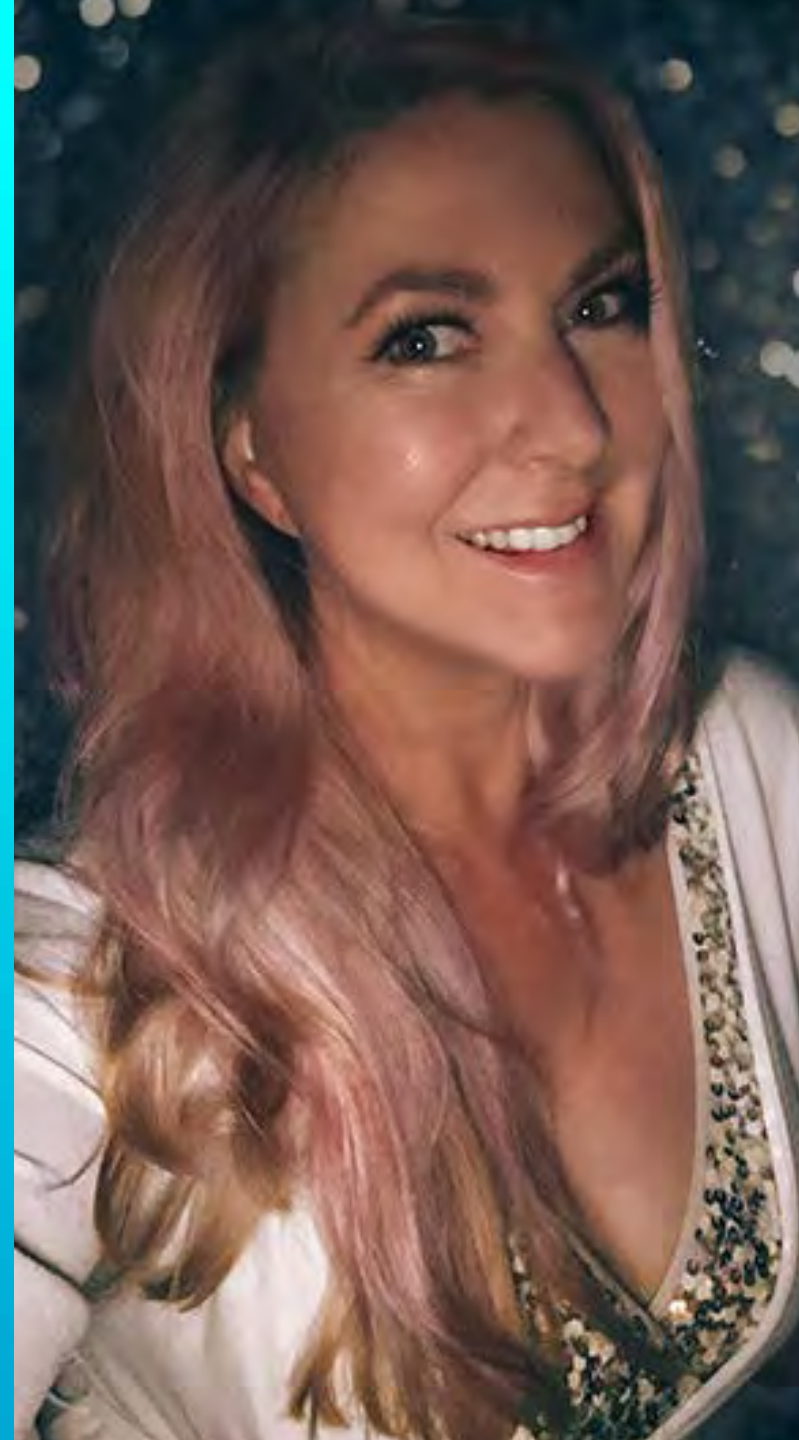
You have the foundations in place now. If you stay radiantly in front of your target market, be visible on your social media, build your list with your must have freebie, and regularly offer your no brainer Jump Off The Fence enticement to you audience, you'll be getting known and attracting clients consistently.

You could happily be a coach at this level.

If though, you want develop even more Radiance and Influence, you will need to put your radiance and Influence strategy in place.

Here's a list of the main ways you can continue to build your audience, impact more lives, get known as a high profile 'name coach', and create even greater abundance for yourself and the lives of others.

- reach more with facebook ads
- create follow up systems, funnels and great customer service systems to convert more prospects
 - master sales, and high converting pages
 - set up a referral system
 - speak
- become a popular choice for guesting on podcasts, summits and interview series.
 - gain media attention
 - hold your own summit
- connect and collaborate with influencers
 - host your own podcast



Imagine your Radiance & Influence Get Known strategy

- hold high converting webinars, 5 day challenges, events, workshops, or be a launch superstar.
 - start up your own networking meet
- build a BIG following on social media and become a YouTube or Instagram influencer
- generate 6 to 7 figure income with group programs, high end coaching & impressive master products that enables your brilliance to excel!

All of this and more are covered week by week in [my comprehensive 12 month Get Known Attract Clients group program, Step into the Spotlight Academy.](#)

Make sure to [book a conversation with me](#) about how the Step into the Spotlight: Get Known Attract Clients Academy can turn your coaching business round today.



Influence

It's your time to shine!

It's time now, for you to be luminous to those who need you most. To truly step into your Radiance and Influence.

Allow me to infuse the right individual path for you to build your very own thriving coaching business, and get your message and life transforming work out to more people by joining my comprehensive 12 month [Get Known Attract Clients group program, Step into the Spotlight Academy.](#)

[Book your conversation with me today](#) about how joining the Step into the Spotlight: Get Known Attract Clients galaxy can turn your coaching business into pure gold.

CONTACT VANESSA:

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 Vanessa Talbot - Impact & Influence Builder for Coaches & Change Makers

 Coaches, Change Makers: Step into the Spotlight!

 Vanessa Talbot - Radiance and Influence for Coaches

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Vanessa T xxx

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