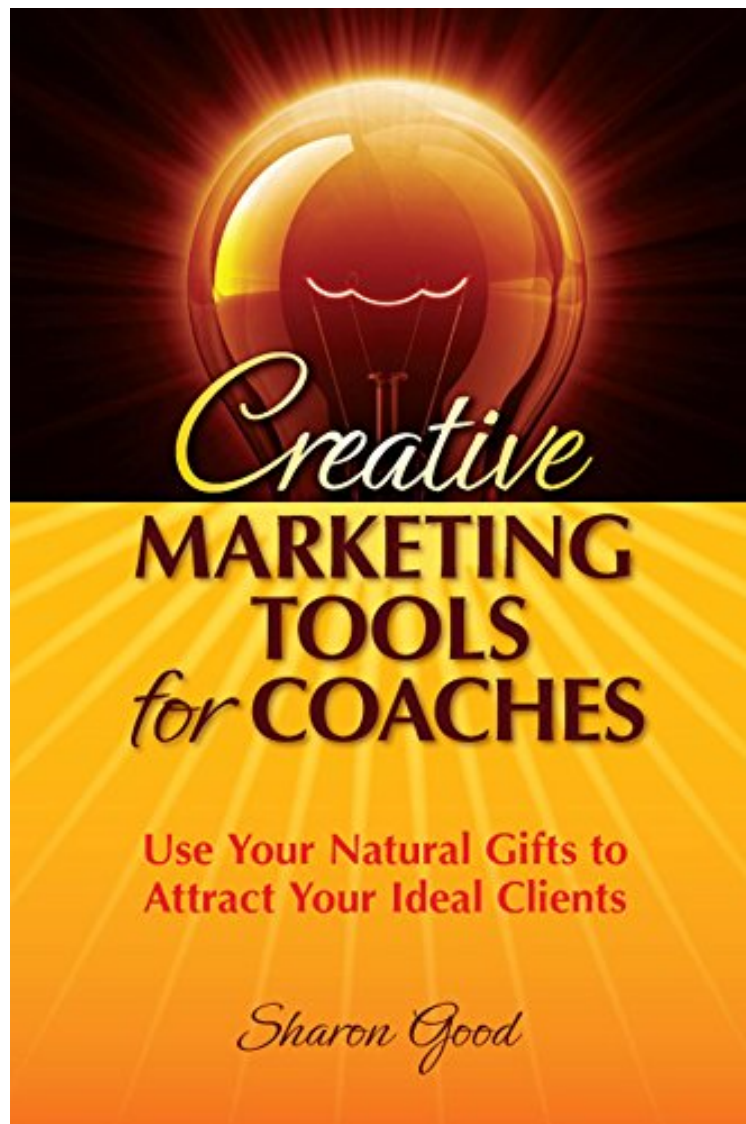


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Creative Marketing Tools for Coaches: Use Your Natural Gifts to Attract Your Ideal Clients

Sharon Good

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Professional coaches are often great at what they do, but hate or fear marketing their practice to connect with clients. Creative Marketing Tools for Coaches helps coaches (and other self-employed professionals) to explore their natural gifts and talents, and then use them to put the word out about their work. The philosophy is that, by using talents and skills that you enjoy using, you're more likely to market on a regular basis. Plus, your natural enthusiasm for what you're doing will come through and attract the perfect clients to you. Readers will learn the basics of doing websites, e-zines, blogs, podcasts, articles, books, audios, videos, workshops and numerous other tools, from which they can choose the ones that most appeal to them. Extensive resource lists are provided to further investigate and learn to work with selected tools.