GETTING YOUR MESSAGE TO THE MARKET:

The Foundation:
1.
2.

Marketing Mindsets:
1.
2.
3.
4.
5.

Marketing Strategies:
1.
2.
Marketing Strategies:

3.

4.

5.
THE “ELEVATOR PITCH” AND CRAFTING YOUR ELEVATOR PITCH

What it is:
- A brief description of what you do and who you do it for
- Quick and concise
- Piques the interest of the inquirer to learn more
- Describes the value and benefits of your services
- Rolls of your tongue, easily delivered and sounds natural

Characteristics:
- Specific and brief
- Focuses on problems you solve and solutions you have for clients
- Meaningful/NOT “salesy”
- Opens the door for listener to ask more questions
- Positions you as the expert in your field/niche
- Provides your contact info (depending on setting used)

5 Steps To Crafting Your Elevator Pitch:
1. Identify your target market
2. Describe the problem/predicament
3. Describe the solution(s)
4. Explain the benefits
5. Answer the question: Why you?

Tami’s Elevator Pitch:
Hi, my name is Tami Walsh and I work with teenage girls to help them get through the challenges they face in adolescence. It’s not easy being a teen girl today with negative role models and unrealistic expectations for beauty, intense pressure for college admissions, and negative “girl-drama.” As a teen life coach I support girls with specific tools and strategies to help increase their self-esteem, self awareness and decision making. I “get it,” because my own teen years were some of hardest times in my own life so I started the first life coaching company in the USA “Teenwisdom.com” which today has helped over 10,000 teen girls worldwide.
CRAFTING YOUR ELEVATOR PITCH:

1. Describe your target market…

2. What is their problem/predicament?

3. Describe the solutions…

4. Explain the benefits…

5. Why You?

Your Elevator Pitch:

__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
SPHERE OF INFLUENCE WORKSHEET

Your sphere of influence is an invaluable list of people who can help you get your message and service to your market. They are people who know you and like you. Think of family, friends, old schoolmates, past clients, current clients, even your doctor, lawyer, etc.

“Remember, people who know you know people who need you.” ~Tami Walsh

Write the names of 25 people in your current sphere of influence.

1. __________________________________________
2. __________________________________________
3. __________________________________________
4. __________________________________________
5. __________________________________________
6. __________________________________________
7. __________________________________________
8. __________________________________________
9. __________________________________________
10. __________________________________________
11. __________________________________________
12. __________________________________________
13. __________________________________________
14. __________________________________________
15. __________________________________________
16. __________________________________________
17. __________________________________________
18. __________________________________________
19. __________________________________________
20. __________________________________________
21. __________________________________________
22. __________________________________________
23. __________________________________________
24. __________________________________________
25. __________________________________________
Suggested Teen Wisdom™ Email Templates: School Guidance Counselors/School Personnel

Option #1:

Dear _____________

Hello! My name is ________________ and I am writing to introduce myself to you. I received your name from __________________ who thought it would be a good idea to connect.

I am passionate about empowering teen girls and am a recent graduate of the Teen Wisdom™ Certified Life Coach Program. I am a life coach for teen girls specializing in the top issues effecting girls today. The work I do as a teen life coach is very proactive and synergistic with the work you are doing at your school with teens. I would very much appreciate the opportunity to find out how we might be able to collaborate on behalf of teen girls and families this school year. My website is ______________ to learn a bit more about my work. Please let me know if I can give you a call later this week.

I look forward to connecting and thank you in advance for your time and interest.

Sincerely,

XXXX

Option #2:

Dear ________________:

My name is ________________ and I am a teen life coach for girls. I have worked with girls as a ___________ for the past __________ years (or I have experience with girls in ______________) and am a recent graduate of the Teen Wisdom™ Certified Life Coach Program. I am writing to introduce myself and let you know about some of the topics I coach girls on:

• Body Image
• Friendship Challenges and Girl Drama
• Navigating teen “hook-up” culture
• Parent/Teen communication
• And Much More….

I would sincerely appreciate the opportunity to meet in person and get to know you and learn more about the needs of your students, and how we might best support teen girls and families together. As well, I’d be happy to share more about life coaching and share more of its benefits for your students.
My website to learn a bit more about me is: __________________________

Please let me know when it would be convenient to give you a call and discuss further.

My Best,

XXXXX

**Email Template(s)**

**For Other Suggested Teen Wisdom Referral Partners**

**Option #1:**

Dear ____________:

How are you? I am excited to be writing to you! I recently learned of the great work you do as _______________ (SAT Tutor, Ed therapist, family lawyer, etc) from _____________ and am eager to connect.

I am a recent graduate of the **Teen Wisdom™ Certified Life Coach Program** where I became a life coach for teen girls. Life coaching is a VERY pro-active and **awesome** way to empower teens.

I would very much like to share with you a bit more about the teen coaching and learn more about you and your work. I can already see the many ways we could **support each other**!

I have reviewed your ___________ (website, marketing materials etc,) and see the synergy and mutual passion we both share. My website is _________________ if you’d like to learn more about me/my work.

Please let me know when a good time to call you this week would be!

I am **really looking forward** to connecting!

My Best,

XXXX

**Option #2:**

Dear ____________:

I am a friend of _______________ (OR I received your name from ____________) who speaks very highly of you/your work.
__________ suggested I contact you as I am a recent graduate of the Teen Wisdom™ Certified Life Coach Program where I became a teen life coach for girls. I am now beginning to build my coaching practice and would really appreciate talking with you about ___________________.

Would you be available to chat by phone or meet in person to discuss ___________? I would sincerely appreciate it and so look forward to getting to know you. __________ is such a great person, and when he/she suggested I contact you, I was immediately excited!!!

Thank you in advance for your time and response!

Please let me know what works best for you.
Sincerely,
XXXX

Suggested Email Templates To Send To Your S.O.I. (Sphere of Influence) List:

Dear ___________________:

I am so excited to be writing to you to let you know that I recently completed the Teen Wisdom™ Certified Life Coach Program and am now in the process of becoming Certified as a life coach for teen girls!

I am writing to ask for your assistance in spreading the word about my website and current endeavor with empowering teen girls. Here is the link to learn more about what I am doing __________.

In order to complete the certification process, I have to coach 3 teen girls. Some of the benefits of coaching teen girls include: ___________ (list benefits to girls here) I am hoping that you either have a teen girl or know of someone who does that this work would benefit and really appreciate your help making the connection/introduction to them!

I am so excited about this process and ask for your support in spreading the word about this!! I have included an email template below that you can send out to your friends, associates etc. Please be sure to add your name to the bottom of it.

Together I am confident we can help empower this next generation of teen girls to become the young women they want to be!
Email Template For Friends/Family To Send Out on Your Behalf:

Dear _________:

I am writing to you today to share a FANTASTIC resource with you. If you or someone you know is raising a teenage girl, ____________ is the person they must get to know.

I have personally known _________________ for the past _______________ (length of time) and am excited that she is now a graduate of the Teen Wisdom Life Coach Certification Program and is offering life coaching to teen girls! Some of the benefits of life coaching for teen girls include __________________ (list benefits here) and ___________ is just the person to do this work. Please take a minute right now and visit __________ website to learn how you can help impact a teen girl’s life in this terrific way!

___________ is offering coaching at very reasonable rates and her coaching can be done remotely via Skype, Telephone, I-chat, etc so it is very convenient and accessible.

Please do yourself and the teen girls in your life this favor by learning more about ________ and the AWESOME life coaching she does! Thanks so much!!

With Gratitude,
XXX
COACHING FEES AND OPTIONS

Coaching Groups*

With group coaching you can maximize both your impact and your earnings.

Example: Teen Wisdom™ Coaching Group

10 girls for 8 weeks @ $199 each = $1,990 for each group you coach.

*You can run at least 2 groups a month since you only meet one time weekly with each group. Groups can be conducted by phone or in person.

Individual Coaching Pricing and Packages:

Coaching Fees:

Range $75.00-$250.00 per session (Rates to be set based on experience, comfort level, training, education, market, etc.)

Package Ideas:

See Tami’s Marketing Flyer

Duration:

Minimum/Maximum # of Coaching Sessions

Incentives

Passive Income Streams:

Membership Programs

Continuity Programs

Products

Joint Ventures

Affiliate Programs
TEEN WISDOM™ COACH’S GOAL SETTING WORKSHOP: EXAMPLE

1. How many coaching clients do you currently have now? 3

2. How many clients/groups etc. do you want to have in the next 90 days? 8-10

3. Which 2 marketing strategies do you want to focus your efforts? (Approx: 45 days each marketing strategy) Direct Contact/Follow up & Networking

4. What 5 “pre-work” steps do you need to take BEFORE you begin?
   1. Contact Management System
   2. Business Cards
   3. Write my USP
   4. Complete my Sphere of Influence List
   5. Research networking venues and schools in my area

5. What DAILY ACTIONS will you take over the next 90 days to meet your goal? Generate a list of 20 you will work from over the next 90 days.
   1. Practice my USP
   2. Email my current Sphere of Influence list letting them know what I am now doing
   3. Meet for coffee or lunch with 1-2 people weekly from S.O.I. list
   4. Make 2-3 calls daily from S.O.I. list
   5. Join a local formal networking group
   6. Email FB group about my new coaching practice
   7. Attend a local lecture, workshop or fundraiser 1 time weekly
   8. Join a professional association or organization I qualify for/take a leadership role
   9. Follow up with women I met at charity meeting (1-2 each week by phone)
  10. Send an email to 3 school counselors each week with an article of interest
TEEN WISDOM™ COACH’S GOAL SETTING WORKSHOP: EXAMPLE, con’t

11. Volunteer in a visible position at my niece’s school for Back to School Fundraiser
12. Mail or email an article on parenting of teens to 1-2 people in my book club weekly
13. Attend a community or charity event 1 time weekly
14. Add 5 new names each week to my contact management system
15. Cold call 2-3 organizations/schools each week
16. Write 1 personal letter to a school counselor each week
17. Call 3 past clients each week to let them know about my teen coaching business
18. Identify 2 referral partners each week and make contact
19. Attend a networking breakfast 1 time weekly
20. Introduce myself to local school board member at monthly meeting

6. How will you reward yourself if you achieve your 90 day goal? (Ex: trip, spa day, shopping) I will go to my local spa for a pampering day and get a facial!

7. Next, think 6 and 12 months ahead, what are your specific and measurable goals for your coaching practice? Which marketing strategies will you use? (This is a “Lifework” assignment to be completed after live event and to be sent to Tami before certification teleseminar sessions end.)

Within 6 months I will have 15-20 clients and will add the strategy of Speaking. Within 12 months I will have 25-30 clients, 6 speaking engagements, and be running 2 coaching groups. I will also use the strategies of Publicity and Advertising. And my reward…a trip to Hawaii with my honey! Aloha!
TEEN WISDOM™ COACH’S GOAL SETTING WORKSHOP:

1. How many coaching clients do you currently have now? ______________

2. How many clients/groups etc. do you want to have in the next 90 days? ___________

3. Which 2 marketing strategies do you want to focus your efforts? (Approx: 45 days each marketing strategy) ______________ and _______________________

4. What 5 “Pre-Work” steps do you need to take BEFORE you begin?
   1. 
   2. 
   3. 
   4. 
   5. 

5. What DAILY ACTIONS will you take over the next 90 days to meet your goal? Generate a list of 20 you will work from over the next 90 days.
   1. 
   2. 
   3. 
   4. 
   5. 
   6. 
   7. 
   8. 
   9. 
   10. 

TEEN WISDOM™ COACH’S GOAL SETTING WORKSHOP, con’t

What DAILY ACTIONS will you take over the next 90 days to meet your goal? Generate a list of 20 you will work from over the next 90 days. (Continued)

11.

12.

13.

14.

15.

16.

17.

18.

19.

20.

6. How will you reward yourself if you achieve your 90 day goal? (Ex: trip, spa day, shopping)

7. Next, think 6 and 12 months ahead, what are your specific and measurable goals for your coaching practice? Which marketing strategies will you use? What will your 20 Action Steps be? (This is a “Lifework” assignment to be completed after live event and to be sent to Tami before certification teleseminar sessions end.)
SETTING UP YOUR PRACTICE FOR SUCCESS

LIFESTYLE:

PRICING/FEES:
SETTING UP YOUR PRACTICE FOR SUCCESS, CON’T

MARKETING:

ADMIN:

BUSINESS:

MISC:
SPEAKING WORKSHEET:

If speaking is something you are interested in or already passionate about you have to begin to think through topics and ideas you would like to speak to teens/families and/or organizations.

Here are some questions to get you started:

1. Which of “The Top 10 Issues Affecting Teens” most inspires me? Why?

2. What life experience(s) do I have that could be relevant to the teen/family market? Why?

3. What am I a resource for? What expertise, training, knowledge etc. do I currently have that I could potentially share with teens/families/organizations as a speaker?

4. What are some ways I can get some immediate speaking experience?

5. What steps do I think I need to take BEFORE speaking to teens/families/organizations?
SPEAKER’S RESEARCH

Speakers Bureaus

Big Speak - http://www.bigspeak.com/
Greater Talent - http://www.greatertalent.com/
National Speakers Bureau - http://nsb.com/
National Speakers Association - http://www.nsaspeaker.org/
Speaker Leads – http://www.speakerleads.com
Speaker Services - http://www.speakersservices.com/

National Conferences

Healthy Teen Network - http://www.healthyteennetwork.org
Celebrating Healthy Teens and Young Families: 30 Years of Making a Difference

Lindsey Meyer Teen Institute- http://www.lmteeninstitute.org/summer_leadership_conference.html
LMTI keynote presenters have been carefully selected to insure the highest levels of quality, creativity, and effectiveness. Participants will have the opportunity to see and interact with national as well as local presenters who are known for their unconventional and non traditional presentation styles. Don't expect any lectures- get ready for dynamic and enthusiastic comedians, musicians, and actors who address topics such as leadership, diversity, and alcohol, tobacco, and other drugs.

United Way Student Leadership Retreat - http://www.liveunited.org/campusengagement/Student-Retreat.cfm
On the last weekend of October, student leaders and local United Way representatives from across the country came together to build skills for advancing the common good, share promising practices, and meet each other.

National Association of Teen Institutes - http://www.teeninstitute.org/
The mission of the National Association of Teen Institutes (NATI) is to promote and advocate comprehensive youth leadership training programs in prevention, which empower people to effect positive change in individuals, families, and communities.

National Student Leadership Conference – http://www.nslcleaders.org/
For the last 20 years, the National Student Leadership Conference has invited a select group of outstanding high school students to participate in its fast-paced, high-level, interactive summer sessions.

National Charity League- http://www.nationalcharityleague.org/
The mission of National Charity League is to foster mother-daughter relationships in a philanthropic organization committed to community service, leadership development and cultural experiences. Annual convention as well as local chapters to speak to depending on your geographical area.
SPEAKER’S RESEARCH, con’t

National Youth Crime Prevention Conference and International Forum -
http://www.ycwa.org/youthcon/index.html
The National Youth Crime Prevention Conference is a vehicle that recognizes the valuable contributions youth can make to the crime prevention effort. Youth Crime Watch of America (YCWA) presents this powerful conference, where youth and their adult allies can find inspiration, valuable skills, prevention knowledge, and national resources in the fight against crime, violence, and drugs. Challenging and motivating youth to make their communities and schools safer places is one of the most effective strategies to reduce delinquency and youth victimization.

Girl Scouts - http://www.girlscouts.org/
The Girl Scout Leadership Experience engages girls in discovering self, connecting with others, and taking action to make the world a better place. Discover, Connect, and Take Action are the three keys to Leadership.

Junior Achievement- A non-profit organization that brings the real world to students through hands-on curriculum. http://www.ja.org

People To People: http://www.PeopleToPeople.com
Summer leadership programs where motivational speakers are brought in to speak to teens.

Also check with your local:

- Assemblies (Any Time Of Year)
- FBLA, DECA, FCCLA, FFA Functions
- BPA, FHA/HERO, HOSA, VICA Functions
- Academic, Athletic & Club Banquets
- Back-to-School Programs
- Career Day / Internship programs/Rotary Clubs
- Alcohol / Drug Awareness programs
- Commencements / Graduations
- Summer programs (including camps)