

CLARITY
CONTENT
CONSISTENCY
CLIENTS

A PRACTICAL
DIY MARKETING
SYSTEM FOR
COACHES

THE COACH MARKETING TOOLKIT

A practical system for getting clear,
creating content, and consistently
promoting your coaching.



GET CLEAR
Define your message



CREATE
Turn your expertise
into content



PROMOTE
Talk about your offer
with confidence



BUILD A ROUTINE
Make marketing
part of your business

*Good
Coaches
Change
Lives*

IDEAS

PLANS

PROGRESS

MORE CLIENTS

*Same
Knowledge.
A Clearer
Way to Share It.*

PLAN
CREATE
SHARE
SUPPORT
REPEAT

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22+ YEARS OF BEHIND-THE-SCENES EXPERIENCE
SUPPORTING COACHES AND ONLINE BUSINESSES.

Welcome

You already know how to coach. What you may not have is a simple system for turning what you know into marketing you can actually keep up with.

I've spent more than 22 years working behind the scenes with coaches, consultants, and other online business owners. This Toolkit is designed to make marketing more manageable.

Your experience is one of your strongest marketing assets.

Use the tools here to communicate that experience clearly.

You do not need to:

Post on every social platform.

Post every day.

Become an influencer.

Have thousands of followers.

Spend hours every day creating content.

Use AI to write everything for you.

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30 DAYS	CONTENT PLAN

Get Clear

Marketing gets much easier when your business is clear. Before creating more content, make sure you can explain who you help, what you help with, and how someone can work with you.

1. Your Coaching Business Snapshot

Type of coaching

Who I help

Problem I help with

Result I help people work toward

What I want to be known for

Three topics I could talk about all day

PART 1

Your Offer in Plain English

Explain your offer as if you were talking to a smart person who has never heard coaching jargon.

Primary offer

Who it is for

Problem it solves

What the client gets

What changes

How someone gets started

I help [WHO] solve [PROBLEM] so they can [RESULT].

I do that through [OFFER / APPROACH].

PART 1

Stop Making Your Audience Guess

Within about 30 seconds, can someone visiting your website or profile answer these questions?

Who do you help?

What problem do you help with?

What result do you help people work toward?

What do you offer?

What is the next step?

Your One-Sentence Marketing Message

Your Three Content Topics

PART 1

Your Marketing Cheat Sheet

Keep this page handy when you create content, update your website, or use AI.

Who I help

The problem

The result

My offer

My point of view

My three topics

My next step / CTA

Create Content

You probably do not have an idea problem. You have a “how do I turn all of this into something I can actually post?” problem.

Your Five Content Buckets

TEACH	Demonstrate expertise.
CONNECT	Let people get to know you.
CHALLENGE	Share your point of view.
PROVE	Build credibility.
INVITE	Make your offer visible.

Content Idea Bank

- Questions clients ask repeatedly
- Common problems
- Common mistakes
- Things you wish people knew
- Things you explain more than once
- Topics people misunderstand
- Stories from your own experience
- Opinions you have strong feelings about

Mine Your Experience

Use these sentence starters to uncover ideas that already exist in your head.

I used to think...

Now I believe...

I learned the hard way...

I wish more people understood...

One mistake I see all the time is...

One thing I would tell every new client is...

Something I disagree with in my industry is...

One lesson my clients have taught me is...

Turn One Idea Into Five

Choose one topic and answer it five ways: teach, connect, challenge, prove, and invite.

Topic

Teach version

Connect version

Challenge version

Prove version

Invite version

Your 10-Minute Content Brainstorm

Set a timer for ten minutes. Do not edit while you brainstorm.

What did a client ask me recently?

What problem did I solve?

What did I explain more than once?

What did I have a strong opinion about?

What did I learn?

What would I want a potential client to understand before hiring me?

Repurpose What You Already Have

One useful idea can become several pieces of content.

Blog post

Social posts, email, video topic, FAQ

Email

Social post, short video, follow-up message

Podcast or video

Posts, quotes, FAQs, email

Workshop

Educational posts, checklist, lead magnet

Client question

FAQ, teaching post, short video

Client story

Case study, lesson, email

Content Creation Checklist

Is this useful to the person I want to reach?

Does it sound like me?

Did I add an example, story, opinion, or experience?

Is the point clear?

Is the CTA appropriate?

If AI helped, did I review and personalize it?

Promote Your Coaching

If people do not know you have an offer, they cannot hire you. Promotion can simply mean making the right next step visible.

Selling Is Not the Same as Being Pushy

Your job is not to convince everyone. Your job is to make it easy for the right people to recognize that you can help.

Problem → Understanding → Solution → Invitation

Talk About the Problem Before the Offer

Start with something your potential client recognizes, then connect that problem to the support you provide.

Sell the Transformation, Not the Calendar

Ask yourself: What will be different for my client because of this work?

Promotional Post Templates

Use these frameworks as starting points.

Introduce Your Offer	If you're struggling with [PROBLEM], here's how I can help.
Who It's For	My coaching may be a good fit for you if...
Who It's NOT For	My coaching isn't for everyone. And that's okay.
Client Result	When [CLIENT DESCRIPTION] came to me, they were struggling with [PROBL
Common Objection	'But what if [OBJECTION]?'
What's It Like to Work With Me?	Wondering what coaching with me actually looks like?
Problem Behind the Problem	You may think you need [SURFACE SOLUTION]. What you may actually need
Your Method	Here's how I help clients move from [PROBLEM] to [RESULT].

Your Promotion Checklist

Have I explained who this is for?

Have I explained the problem?

Have I described the benefit or result?

Is the next step obvious?

Does this sound like me?

Am I making promises I can keep?

Your Four-Week Promotion Plan

Create a simple rhythm for talking about your coaching.

Week 1 — How will I introduce my offer?

Week 2 — What client problem can I connect to my offer?

Week 3 — What objection can I address?

Week 4 — What direct invitation can I make?

Use AI Without Losing Your Voice

AI can help with brainstorming, organizing, first drafts, repurposing, and getting unstuck. It should not become your voice.

Think of AI as Your First-Draft Assistant

Give it a specific job: brainstorm, organize, find hooks, repurpose, or review.

Give AI Context

Tell it who you help, the problem, your point of view, examples, tone, and desired action.

Your Experience Comes First

Start with your own questions, stories, observations, opinions, lessons, and client conversations.

Give context → Draft → Review → Personalize → Fact-check → Publish

AI Editing & Safety

Keep your expertise and your clients protected.

Do Not Let AI Invent Your Expertise

Client stories

Testimonials

Credentials

Certifications

Statistics

Research

Client results

Personal experiences

Case studies

Protect Client Privacy

Never paste confidential client information into an AI tool simply to make content easier.
Remove identifying details and use general descriptions.

The “Would I Say This?” Test

Does it sound like me?

Does it contain my perspective?

Does it provide something useful?

Is everything accurate?

Did AI make anything up?

Would I actually say this to a client?

Your Simple Marketing Routine

The goal is a routine you can maintain even when your coaching business gets busy.

Your Weekly Marketing Checklist

- Choose this week's topics
- Create or repurpose content
- Add personal examples or stories
- Review AI-assisted content
- Respond to comments
- Respond to messages
- Start genuine conversations
- Follow up with people who expressed interest
- Mention your offer
- Share a real client result or example
- Look at what worked

What Not to Do

Marketing gets unnecessarily complicated when you chase every piece of advice you hear.

- Post motivational quotes every day.
- Talk about yourself constantly.
- Make every post a sales pitch.
- Copy another coach's strategy.
- Publish AI content without editing it.
- Chase every trend.
- Try to maintain every platform.
- Measure success only by likes.
- Give away so much that your offer becomes unclear.
- Give up because you missed a week.

What Should You Measure?

Week	Posts	Conversations	Leads	Sales
Week 1				
Week 2				
Week 3				
Week 4				

Your 30-Day Marketing Review

Use the results to decide what to repeat, change, or test next.

My biggest win

The content topic that performed best

The post that generated the most conversation

The activity that generated the most inquiries

Something I learned about my audience

Something I need to explain more clearly

Something I'm going to stop doing

Something I'm going to do more often

One thing I'm going to test next month

BONUS 1

50 Coach-Specific Content Hooks

Use these as starting points. Add your own experience, examples, and perspective.

1. If you're struggling with [PROBLEM], start here.
2. Three things I wish more people knew about [TOPIC].
3. Here's a simple way to think about [TOPIC].
4. If I could teach you one thing about [TOPIC], it would be this.
5. Before you try [COMMON SOLUTION], consider this.
6. The first thing I look at when a client tells me [PROBLEM].
7. Here's what I recommend when [SITUATION].
8. One small change that can make [GOAL] easier to work toward.
9. If [PROBLEM] keeps happening, here's something to look at.
10. Let's make [COMPLICATED TOPIC] simpler.

BONUS 1

50 Coach-Specific Content Hooks — CONNECT

1. Something my coaching clients have taught me...
2. I didn't always see [TOPIC] this way.
3. One lesson I learned the hard way...
4. Here's something you probably don't know about my work.
5. The reason I became a coach is actually pretty simple.
6. A belief I've changed my mind about...
7. One thing I wish I had understood earlier...
8. The part of coaching I didn't expect...
9. Here's what I care about most when I work with a client.
10. If we were sitting down over coffee, here's what I'd tell you about [TOPIC].

50 Coach-Specific Content Hooks — CHALLENGE

1. You don't have to [COMMON BELIEF] to [GOAL].
2. I'm going to disagree with the usual advice about [TOPIC].
3. Stop assuming that [COMMON ASSUMPTION].
4. Here's a piece of advice about [TOPIC] I think we need to rethink.
5. More isn't always better when it comes to [TOPIC].
6. What if the problem isn't [EXPECTED PROBLEM]?
7. You may not need another [COMMON SOLUTION].
8. Here's what I think we're getting wrong about [TOPIC].
9. Just because everyone says you should [ACTION] doesn't mean you should.
10. Let's talk about what nobody tells you about [TOPIC].

50 Coach-Specific Content Hooks — PROVE

1. A client came to me struggling with [PROBLEM]. Here's what we worked on.
2. One of my favorite client wins started with [STARTING POINT].
3. Here's what changed when [CLIENT SITUATION].
4. A question I hear from clients all the time is...
5. I've worked with [TYPE OF CLIENT] for [TIME PERIOD], and here's what I've noticed.
6. After working with clients on [TOPIC], one pattern keeps showing up.
7. Here's a lesson from a recent coaching conversation.
8. One thing I've seen repeatedly in my work...
9. This is why I approach [TOPIC] differently.
10. Here's what experience has taught me about [TOPIC].

BONUS 1

50 Coach-Specific Content Hooks — INVITE

1. If you're dealing with [PROBLEM], here's how I can help.
2. Wondering what coaching with me actually looks like?
3. If you've been thinking about getting support with [PROBLEM], let's talk.
4. My coaching is designed for people who...
5. Here's who I work best with.
6. If you're ready to stop trying to figure out [PROBLEM] alone...
7. I currently have [NUMBER] coaching spots available.
8. Not sure whether coaching is right for you? Start here.
9. Here's what happens when you decide to work with me.
10. If this sounds like the support you've been looking for, here's your next step.

25 CTAs That Don't Sound Salesy

Choose a CTA that fits the purpose of your post.

CONVERSATION

- What do you think?
- Have you experienced this?
- What's your biggest challenge with this?
- Which part of this resonates with you?
- I'd love to hear your perspective.

ENGAGEMENT

- Save this for the next time you need it.
- Send this to someone who could use it.
- Which one would you add to the list?
- What would you add?
- Did I miss anything?

EDUCATIONAL

- Try this and see what happens.
- Keep this in your toolbox.
- Come back to this when you need a reminder.
- Which of these will you try first?
- Want more practical tips like this? Follow along.

SOFT PROMOTION

- If you're dealing with something similar, that's exactly what I help clients with.
- If you'd like some support with this, here's how we can work together.
- Want to talk through your situation? Send me a message.
- If you're wondering whether coaching could help, let's have a conversation.
- You can learn more about working with me here: [LINK].

DIRECT PROMOTION

- Ready to get started? [LINK]
- Book your consultation here: [LINK]
- If you're ready for support, here's the next step: [LINK]

• I have [NUMBER] spots available. If you'd like one, [NEXT STEP].

- If this is the kind of support you're looking for, I'd love to talk. [LINK].

10 AI Prompts for Coaches

Keep this page handy when you need a quick starting point.

1. Content Ideas

I help [WHO] with [PROBLEM]. Give me 15 useful content ideas based on the questions, mistakes, misconceptions, and challenges this audience is likely to have. Avoid generic motivational content.

2. Client Question

A client recently asked me: '[QUESTION]'. Give me five ways I could turn this into useful content. Include educational, opinion-based, story-based, and FAQ approaches.

3. Find the Lesson

Here's something that happened in my coaching work: [DESCRIBE]. What are 5 useful lessons my audience could take from this? Don't invent details or results.

4. Repurpose

Here's a piece of content I created: [PASTE]. Give me ideas for repurposing it into a short social post, an email, a LinkedIn post, and a video topic. Keep the original message intact.

5. Sound Like Me

Rewrite this draft in a conversational, straightforward tone. Keep my meaning and examples. Remove generic marketing language and exaggerated claims.

6. Hooks

Here is my draft: [PASTE]. Give me 10 possible opening lines that would make my ideal client want to keep reading. Keep them specific and natural, not clickbait.

7. Explain My Offer

Here's my coaching offer: [DESCRIBE]. Explain it in plain English for someone who may not understand exactly what coaching can help them with.

8. Promotional Ideas

My coaching offer helps [WHO] with [PROBLEM] so they can [RESULT]. Give me 10 promotional post ideas that don't rely on pressure, fake urgency, or exaggerated promises.

9. Improve My Draft

Review this post for clarity and usefulness. Point out anything confusing, repetitive, overly promotional, or generic. Then suggest improvements while keeping my original personality.

10. Get Unstuck

I want to create content about [TOPIC], but I'm stuck. Ask me five questions that will help me uncover something useful I know or believe about this topic. Don't write the content yet.

Day 1 — Who Do You Help?

CONTENT TYPE Introduction

STARTING POINT

Who do you actually help? Explain who you work with and what they typically come to you for.

CTA

Are you working through something similar? Tell me in the comments.

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 2 — The Problem You See

CONTENT TYPE Teach

STARTING POINT

One of the biggest problems I see [YOUR AUDIENCE] struggling with is... Explain the problem and why it happens.

CTA

Have you experienced this?

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 3 — Your Point of View

CONTENT TYPE Opinion

STARTING POINT

I don't believe [COMMON BELIEF]. Here's what I believe instead. Explain your perspective.

CTA

Do you agree or see it differently?

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 4 — A Lesson You Learned

CONTENT TYPE Story

STARTING POINT

I learned this lesson the hard way... Share something you've learned.

CTA

What's a lesson you've learned the hard way?

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 5 — Teach Something Useful

CONTENT TYPE Education

STARTING POINT

If you're struggling with [PROBLEM], try this. Give one practical strategy.

CTA

Save this for later.

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 6 — Behind the Work

CONTENT TYPE Connection

STARTING POINT

What actually happens behind the scenes when I work with a client? Give a glimpse into your coaching process.

CTA

What would you want to know about working with a coach?

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 7 — Your Why

CONTENT TYPE Story

STARTING POINT

I didn't become a coach because... Tell the real story behind your work.

CTA

What led you to the work you do?

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 8 — Three Mistakes

CONTENT TYPE Teach

STARTING POINT

Three mistakes I see [AUDIENCE] make when trying to [GOAL].

CTA

Which one have you seen most often?

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 9 — Myth vs. Reality

CONTENT TYPE Challenge

STARTING POINT

You don't have to [COMMON MYTH] to [DESIRED RESULT]. Explain what is actually more helpful.

CTA

Did you believe this too?

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 10 — Client Question

CONTENT TYPE FAQ

STARTING POINT

A client recently asked me: '[QUESTION]' Answer it without sharing identifying details.

CTA

What's something you've always wondered about [TOPIC]?

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 11 — Your Framework

CONTENT TYPE Teach

STARTING POINT

When I help clients with [PROBLEM], we start with these three things. Explain your approach.

CTA

Which step would be most useful to you?

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 12 — Client Win

CONTENT TYPE Proof

STARTING POINT

One of my favorite client wins started with... Tell a real story.

CTA

If you're working toward something similar, send me a message.

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 13 — Something You Wish People Knew

CONTENT TYPE Connection

STARTING POINT

I wish more people understood this about [TOPIC].

CTA

What would you add?

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 14 — Frequently Asked Question

CONTENT TYPE FAQ

STARTING POINT

Do you really need [THING PEOPLE THINK THEY NEED] to [GOAL]? Answer honestly.

CTA

What's your biggest question about [TOPIC]?

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 15 — Quick Win

CONTENT TYPE Teach

STARTING POINT

Try this the next time you feel stuck on [PROBLEM]. Give one small action.

CTA

Try it and let me know how it goes.

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 16 — Stop Doing This

CONTENT TYPE Challenge

STARTING POINT

If you're trying to [GOAL], stop doing this. Explain what to try instead.

CTA

Send this to someone who needs the reminder.

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 17 — Before & After

CONTENT TYPE Transformation

STARTING POINT

Here's what can change when you stop [OLD PATTERN]. Describe a realistic difference.

CTA

Which side sounds more familiar?

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 18 — What I Would Do First

CONTENT TYPE Expertise

STARTING POINT

If I were starting over with [PROBLEM], this is where I'd start. Give your first three steps.

CTA

Which step would you start with?

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 19 — A Mistake I See All the Time

CONTENT TYPE Teach

STARTING POINT

This mistake can make [PROBLEM] harder than it needs to be. Explain the alternative.

CTA

Have you caught yourself doing this?

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 20 — What Coaching Is Really Like

CONTENT TYPE Education

STARTING POINT

People sometimes think coaching is about [MISCONCEPTION]. It isn't. Explain what coaching actually involves.

CTA

What's something you've always wanted to know about coaching?

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 21 — Your Favorite Client Lesson

CONTENT TYPE Story

STARTING POINT

One of the biggest lessons my clients have taught me is...

CTA

What's something you've learned from your clients?

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 22 — Explain Your Offer

CONTENT TYPE Promotion

STARTING POINT

If you're wondering what it's actually like to work with me, here's the short version.
Explain who it's for, what you work on, and how to start.

CTA

Interested? Here's how to get started: [LINK].

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 23 — Objection

CONTENT TYPE Promotion

STARTING POINT

But what if I don't know exactly what I need? Address a real concern.

CTA

You don't have to have everything figured out before reaching out. [NEXT STEP].

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 24 — Why Your Approach Is Different

CONTENT TYPE Positioning

STARTING POINT

My approach to [TOPIC] is different because... Explain what you do differently.

CTA

If this sounds like the support you're looking for, [NEXT STEP].

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 25 — Client Story

CONTENT TYPE Proof

STARTING POINT

When [CLIENT DESCRIPTION] started working with me, they were dealing with [PROBLEM]. Tell the story.

CTA

If you're dealing with something similar, [NEXT STEP].

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 26 — What You're Known For

CONTENT TYPE Positioning

STARTING POINT

If there's one thing I want my clients to know about working with me, it's this...

CTA

If that's what you're looking for, [NEXT STEP].

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 27 — Direct Invitation

CONTENT TYPE Promotion

STARTING POINT

If you've been thinking about getting support with [PROBLEM], this is your invitation.

CTA

Book [CONSULTATION/CALL] here: [LINK].

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 28 — What Happens Next?

CONTENT TYPE Promotion

STARTING POINT

Thinking about coaching but not sure what happens after you reach out? Walk them through the process.

CTA

Ready to talk? [NEXT STEP].

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 29 — What You're Still Thinking About

CONTENT TYPE Conversation

STARTING POINT

What's one thing about [TOPIC] you still can't quite figure out? Invite questions.

CTA

Drop your question below.

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Day 30 — The Invitation

CONTENT TYPE Promotion

STARTING POINT

You've been following along. Here's where we go from here. Summarize who you help, what you help with, what you believe, and your offer.

CTA

If you're ready for support with [PROBLEM], here's your next step: [LINK].

MAKE IT YOURS

Add a real story, example, opinion, question, or observation whenever possible.

Your Marketing Doesn't Have to Be Complicated

Know what you want to say.

Create useful content.

Talk about your offer. Have conversations. Adjust.

Created by Karen Repoli

22+ years of behind-the-scenes experience supporting coaches and online businesses.