

Portsmouth Coaching Collaborative 3/11/04

Attendees:

Matthew Winson inspiral@mac.com
Debbie LeClair DaLeClair@excite.com
George Perrine GePerrine@durasys.com
John Bayliss JohnBayliss@comcast.net
Rob Kanzer RobKanzer@robkanzer.com
Christine Pinney Christine@ChristinePinney.com
Mike Montore
Sarah Wood SarahWood@robkanzer.com

Facilitator/Speaker: Christine Pinney, Christine@ChristinePinney.com

The attendees were asked what were their marketing challenges and what goals they had for the 3/11 meeting. The responses that follow were captured by Christine Pinney*.

Goals:

Matthew – I'm a new coach
Goals: marketing strategy
Plans
Starting points

Debbie Established business owner – wellness center
Ongoing coaching
Ongoing marketing – ads, direct mail, newsletters
Goals: New marketing – Enewsletters

Rob established coach
Needs more info on:
Email, managing contacts, marketing follow-up plan
Specialized newsletters
Managing prospects
The pipeline
Referral Network/\$compensation
Steady income stream, predictable, sales

John I'm in transition from former role to coaching
Goals website
Speaker
Recommends- bluepenguin.development.com
Marketing to existing clients
“ former “
“ new “

written newsletters?

George
Goals

- Winding down former business, gearing up to provide IT service, support*
- Website changes, additions*
- Prioritizing Current requirements*
- Customer Service Menu to include Firefighting and prevention*
- Devise marketing strategy for menu of services*
- Create service contract “patching the OS” prevention*
- Define target market*
- Set \$pricing*

Mike

- Exploring coaching*
- Defining a new target market*
- 7 habits, Steven Covey – He would like to teach to this*
- Similar to “Guerilla” Levinson – franchisee*
- George Perrine knows a Nashua coach who is a franchisee*

** These notes were captured during a live session. They are believed to be reasonably accurate. However, if you believe that some of the information is incorrect or requires further qualification, I would love to hear from you.*