

Limitless Life Experience Podcast

Top 7 marketing trends for coaches in 2020

Transcript

Welcome to the Limitless Life Experience Podcast with me, your host, Suzy Ashworth. I'm a mum of three, a multiple-six-figure serial entrepreneur, business strategist, Hay House author, speaker, coach and believer in miracles. I help female entrepreneurs like you go from confusion to clarity when it comes to creating messaging that converts browsers into buyers so that you can build a business that makes a real difference in the world and helps you live a life without limitations. This is the limitless life experience.

Hello, hello, hello you beautiful human being. Welcome back to the Limitless Life Experience Podcast with me, your host, Suzy Ashworth!

Yeah, I am still feeling it and it's that whole new year, new opportunity, brand new chapter vibe that is going on with me right now!

What I wanted to do in this episode is share with you seven of the trends that I think we are going to be seeing even more of in 2020 – the things that I invite you to *at least* be thinking about. It's interesting because I debated whether I even wanted to do a trend episode for you because there was a part of me that is like, it doesn't freaking matter what the trends are, the most important thing is that you find alignment in how you are showing up in your business because there are a trillion and one roads – in fact, there aren't even a trillion, there are an *infinite* number of ways – to do business successfully. Some people will do events, some people will do online, some people will do telephone marketing, some people will do direct mail. There are just so many different ways and an infinite number of nuances where everybody has a template or a strategy that works for some people and doesn't for others. So finding your groove and your lane is, in my opinion, the most important thing.

Having said that, I am a marketing geek and I love watching how things evolve and change and also circle and cycle back on themselves. So because I don't want to deny that side of me, and also, come on, if you're listening to this, you're probably a little bit geeky too, you probably have *some* desire to know what's going on, otherwise you wouldn't have clicked on the episode, right?!

The **number 1** thing that I think everybody should at least be thinking about is: what does community mean to you, and even more importantly than that is: what does community mean to your community, to the people who have invested in your products and services? Even if you're just starting out and you have got less than 10 customers, those people who have invested in you and invested in themselves and have chosen you to help facilitate their transformation, their work or whatever it is that they have bought from you, they are *your community*. I want you to think deeply about what that actually means and what it *could* mean. I am all about the *potential* of things. So what the One Live is about and what Limitless Live is (my one-day personal development event where I get lots of different speakers in to help inspire and motivate you in both your business and your life; it's a real juicy day, which is happening in May this year, [check out my website](#)... the reason that I started that event, Limitless Live especially, is because I wanted a place, well, let's be real here, let's be really, really, really real... Why I started Limitless Live, if I'm being really honest, is that no one would give me my own freaking stage! Nobody

would let me speak on their stages! And I had a deep desire to speak because I love talking and I know that communicating and really helping people see what is possible for themselves, taking complex information and making it simple and easy for people to digest, is one of my superpowers. I wanted to share that gift (without sounding too up my own backside) and nobody wanted me to share that gift on their stages, so I thought, 'Sod you! I am going to make my own stage and it's going to be my own event and it's going to be bloody brilliant!'

We're coming into the third year and it has been incredible, but once that kind of itch for myself had been dealt with, what it is so much more about now is being able to see people that I have worked with, see people that have been hanging out in the F.A.M Tribe (which is my group where all of my paying clients congregate), being able to see them hug each other and connect with each other, seeing them build these relationships online and then seeing what that looks and feels like offline, where people have shared sometimes their deepest, darkest secrets with each other and they've never met each other in real life, and then seeing those heart-to-heart connections... it's incredible.

Meeting people that have watched a video maybe of me, or just seen a Facebook ad, but have never had that much interaction but just thought, 'You know what? I like the vibe of this woman, I want to see more, I want to see more of what she's about', come to the event and say, 'Hi, this is what I thought when I heard this, or this is what prompted me to do x, y, and z', that's amazing! And it's not just amazing for me – it's amazing for every single person who goes beyond what their logical mind tells them about the fact that they're too busy, that they don't have enough time, that the tickets are too expensive, that, you know, 'We're not going to be able to sort childcare out, my husband isn't going to like being able to look after the kids, my partner is going to be irritated that I'm putting more time and energy into my work'. All of the stories that come up when it comes to people investing their most precious commodity, when you're able to get past those excuses, those reasons (sometimes very valid, sometimes absolute BS), when you are able to get past those (and usually the people that are able to do that, other people that have a bigger vision for themselves, it's not just about what's going on in the moment, it's about what do they want in life, what do they want from a connection perspective? Sometimes it is, 'How do I get some air time with the host? Okay, I'm going to go to their event and I'm going to make sure that I'm really happy and I'm sat in the front and I'm like, "Hi, I've got a question!"', these are reasons that I have invested in retreats and events and all of that stuff!)... when you get a group of people who are all like-minded enough to have said, 'I want to make this a priority for me and I'm going to be there', the energy that each one of those individuals brings is insane.

This is really important if you've ever wanted to put on your own event and you have felt nervous (I've got a whole other podcast about that that will happen at some point after The One Live!), but if you have ever wanted to put on your own event and you've been nervous about it, I really want to reassure you that the people who take the time to invest are *your people* and *they* make the event – their energy, their excitement, their exuberance. All you have to do is show up and deliver what you said on the sales page, and *they* do everything else, and that everything else is often so much more than what *you* have to bring. Please do not move forward with creating events which enables community to touch each other in real life because this decade – it's not even about this year, this *decade* – we're seeing a change and it's been happening slowly over the last few years. Nothing is happening with the online world. Young people are like, 'Online is dead, people aren't buying courses!' I don't believe that at all. I believe that people are going to continue to buy courses and that part of our industry is going to continue to boom. I think that you have to be really exquisite in the way that you communicate the value of your course, however, online is only going to continue to grow *and*, next to that, I believe that there is a deeper desire for community and connection, so anywhere where you are able to create containers and

spaces for people to meet each other and really feel the heart of somebody else, really feel *your* heart as the person that they have looked to for transformation, leadership, business advice – whether you are talking about events where there are five people or events where there are 5,000 people – that is really going to make a difference, not only to them (because there is a different quality of engagement and communication when you are able to connect with somebody in person, you just vibe with them in a different way and people feel it), it's not only amazing for them, but it's also really amazing for you and your business. So I really encourage you. The reason it's amazing for you and your business is because it enables you to create deeper relationships with people. It's as simple as that.

I have been invited to speak at the Selfmade Summit in June in Iceland, which is incredible. There are 1,500 people that are going to be at that event, and the reason that I want to be there is that even though I may only speak to a couple of handfuls of people at the event, I will be able to form a relationship with everybody who connects with what I have to say *on the stage*. That is a way bigger opportunity than doing a great podcast with somebody who's getting 10,000 downloads; it's a different quality of engagement and interaction, and it's an opportunity to create an experience, a *peak* experience, that people are going to remember. So community and connection, that is for me the number one thing that you should be thinking about and asking yourself how can I take action on. And like I just said, it might not even be *your* event; it might be the opportunity to speak and engage at somebody else's. But please be thinking about those two things. How can I build deeper connections through more community? For me, that's definitely (it's not exclusively, but *definitely*) *live and in person*.

The second thing that I think everybody should be focusing their attention on is **disruption**. Yes, it's maybe a slightly overused word, we hear it a lot, I use it as part of my framework when it comes to messaging, but I am not even talking about disruptive marketing, although that's freakin' amazing, but that's not really a trend, it's something that when you want to stand out in the crowd, people have to do, reinvent themselves and the way that they communicate what they do every single year. The reason I put it at number 2 is because I am talking about disrupting *yourself*. I think that one of the things that keeps people stuck, and maybe has been keeping *you* stuck, is that you are trying to do the same thing over and over again, maybe slightly differently, but you're continuing to do the same thing, you're not challenging yourself to evolve. And where this starts, I am not talking about the delivery of your programmes and your services, I'm talking about the way you think about who you are and what you are capable of achieving.

I made an invitation to my clients in my group mentoring programme, The One, to think about their goals for 2020 and for those goals to be audacious, and what could have sat alongside that word is 'and disruptive' – **audacious and disruptive**. What is going to change the game for you and your business if that is what you desire? And if things have been ticking along but you don't have that level 8, 9 or 10 excitement about what is possible; if you are trying to hit the same goals that you have been trying to hit for the last six months and something has not been connecting; if you have been trying to sell something that just never really hit the goals that you want, *now* is the time for you to think differently, now is the time for you to throw out your old rule book and ask yourself, 'Who do I want to be?', 'How do I want to serve?' and 'How different does that look like to last year?'

Start with those questions and then just free-form write – stream of consciousness, everything that comes out, Artist's Way style, three A4 pages, and see what ends up on the page. I would be extremely surprised if by the end of that exercise you don't have one thing that gives you butterflies, that makes you think, 'Hmm, that is exciting!'. And if you do get to the end of the three pages and you have literally just written rubbish, do the same exercise again the next day and the next day and the next day, until

you have something that feels different, that you are excited about. Once you get into that space, then you can ask yourself, 'Who am I going to need to be to create that?'. Notice I didn't say, '*How* am I going to do it?'. I didn't ask you to think about *how* you're going to do it. I asked you to think about who you are going to need to be in order for you to deliver on that desire. What is going to need to change? What are you going to need to release in order to create space for this new way of showing up in the world? Disrupt yourself.

This is a trend – number 3 – and I am all for it: **personalisation**. What I mean by that is one-to-one conversations. Last year I had launches where I made £60,000 just in my DMs! Just in my freakin' DMs! Why is that? Connection – comes back to trend number one, people want to connect with you, they don't want to feel that they are just in an automated sequence. And whilst I will still have sales funnels, whilst I will still do 'big launches', I know that being able to connect with people one to one and really understand what is going on in my clients' minds, what they're struggling with, what's exciting them, what their desires are, what the next level means for them – all of that stuff happens within my group or groups, all of that stuff happens in the questions that they ask in Facebook and on Instagram. And then I'm able to take that stuff and start to create products and services that I *know* that they really need and desire. And then I can have those conversations in my DMs. And yes, sometimes that may take time, sometimes that's a little bit of back and forth, but in a world where people are lacking connection, those people who can be bothered to have a conversation in their DMs and respond to and engage with people on their Instagram or their Facebook when they leave a comment – or now on TikTok, everyone's talking about TikTok, which isn't in my trends list, but there we go, there's a bonus one for you, TikTok! – when people are prepared to take the time to have those conversations, you have the opportunity to deepen connection. That is really important because relationships in business, whether you are a million-dollar multinational or a solo entrepreneur who's looking to make their first £5,000, having those conversations is super, super important.

Number 4. This is something that I have been thinking about and experimenting with probably for the last three years. I don't know anybody who is doing this *really* well in the marketplace, but it follows on so beautifully from what I was just saying about how much income I was able to make from one launch just in the DMs (that's not the entire launch but that was just in the DMs). In the same vein as that is **text marketing**. There is a real opportunity to obtain people's attention, and that's really the currency that we are dealing in when it comes to marketing our services: we are looking to gain people's attention, which is getting harder and harder to do on Facebook, harder and harder to do on Instagram. If you don't want to spend hours and hours learning different dances on TikTok and trying to make it work for you as a 40-year-old mum of two or three or however many you've got, then text marketing is a really interesting opportunity. And again, it's in that same place as a platform like TikTok where you're not competing for lots of people who are doing the same thing as you right now because no one is really doing it that effectively, at least not in the coaching industry. So maybe that is one of my little tasks and challenges: to look to see who has nailed text marketing in other industries, what they are doing and how they are doing it so effectively.

Number 5. Again, this is not a new thing, but it continues to grow, it continues to be more effective. I don't know from a paid-advertising perspective because I haven't done it, but from an attention perspective, **LinkedIn** continues to be interesting to me. I'll be straight up: in terms of the way that I have created content up until now (which is all about to change, but that's another podcast!), I don't feel like I have had the capacity to create what I feel is needed on that platform and I certainly haven't had the capacity to be going and making individual contacts. However, it is a strategy that I have shared with clients who *have* seen good results, and I know of other people who have had absolutely phenomenal

results because, again, it's still not a heavily saturated marketplace, particularly if you are a coach. The great thing about LinkedIn right now is that, from a features perspective, it's becoming more and more similar to Facebook, so you really already know the ins and outs. It's not like trying to teach yourself Snapchat – you already know the ins and outs for building a platform and taking part on that B2B social platform, and I think that it's only going to get more important in 2020. So is this *your* time to be investigating LinkedIn now?

Number 6. We've definitely been talking about this for two years and it ain't going anywhere, it's just getting bigger – **video**! Why is video so important? It's the same as this medium that you are listening to me on now, though arguably the podcast slightly edges video because if you love an episode, then whoever you're listening to – in this case me – gets to have your attention for half an hour, for 45 minutes or an hour (if you're Joe Rogan, you get to have your attention for two and a half hours or three hours!). There isn't another medium right now that can compete with that level of engagement. The thing about video, though, is that it's kind of like TV. So when you are using that platform, whether you're using short-form video with IG stories, or whether you are going on Facebook lives and doing slightly longer content, it doesn't really matter, people really feel (because they can see you) that they are getting to know the real you, and platforms like Instagram where you do have those short-form opportunities and it is way more gangster, it's where like 'This is what's going on right now and I am not all preened and perfect, this is the real me', people love that, and we are looking for connection. So if you are not able to meet people in person, you're not able to get that eyeball-to-eyeball, then video and podcasting is the next best opportunity for you to be building these relationships with people in between selling, in between having those conversion conversations.

Number 7. I don't know whether this is a trend, it's just definitely a focus for me. This worked so well for me in 2019 and, for sure, as I look to expand my team for 2020 (not massively, I do not have a desire to be running a team of 40 or 50 people, we're keeping it as lean as possible, but still, expansion is required), the number 1 word is **simplicity**. As soon as I simplified how I was showing up in my business (and it was slightly demanded of me because of internet challenges, shall we say, wifi challenges, so I had to simplify, and that was incredibly powerful for me in 2019), I saw some of my biggest months of the year by launching simply. It felt so good! So that is really what I am looking to rinse and repeat in 2020, and honestly, anybody that tells you that their 106-step plan is the way forward, I want you to look at them in the eye, stare and then turn your back. I don't even want you to dignify them with a sentence because I want you to know that their 106-step plan is not worthy of your attention. That is all.

So these are my top 7 things that I am definitely going to be thinking about in my business and I invite you to do too:

- community and connection
- disruption – namely disrupting yourself
- personalisation
- text marketing
- LinkedIn
- more video
- keeping it simple silly

So that is it from me for this episode. If you have got value from this, please do me a favour, take a little screenshot, pop it on Instagram, tag me so I know that you are loving it and, please please please please please, leave me a review on iTunes, I would be eternally grateful. Thank you so much, and please remember that Faith plus Action equals Miracles.