

Struggling to Attract More Clients?



5 Marketing Mistakes

That Keep Most Trainers, Consultants,
and Coaches Stuck at a Plateau

Find and Fix the
Marketing Bottlenecks
That Are Holding You Back



Mistake #1: Not Focusing on Fixing High-Impact Marketing Issues



Mistake #2: Not Doubling Down on Your Unique Vision and Strengths



Mistake #3: Not Clearly Defining Your Ideal Client Types



Mistake #4: Not Specifying the Exact Problems You Solve



Mistake #5: Not Targeting Your Messaging

When you've hit a plateau in your training, consulting, or coaching business and **aren't attracting as many new clients as you need**, it can be hard to know what to change in your marketing to fix the problem.

With so many new concepts to learn and options to consider, it's no wonder you feel overwhelmed and stuck in place.

Luckily, fine-tuning your marketing doesn't need to be complicated. **You just need to focus on the key fundamentals—the 20% of actions that drive 80% of the impact.**



This quick guide will share **5 common marketing mistakes** that keep most trainers, consultants, and coaches stuck at a plateau.

It will help you:

- ① **Find and fix the weak spots** in your marketing that are holding you back.
- ② **Fine-tune** your positioning and marketing strategy.
- ③ **Start growing again** by attracting more of your ideal clients.

Mistake #1: Not Focusing on Fixing High-Impact Marketing Issues



One reason so many trainers, consultants, and coaches have trouble attracting more clients is because they don't focus on fixing the weakest links in their marketing.

Instead, they get distracted with putting out fires and fixing the parts of their marketing that won't make much of an impact.

Things like obsessing over their website's low conversion rate, while overlooking the fact that there's not enough quality traffic to the site to begin with.

Or agonizing over their visual branding, while overlooking the fact that there's nothing that truly differentiates their services.

In other words, they may be solving the right problems, but they're doing it at the wrong time.

Think of your marketing as being like a system of interconnected steps. According to the Theory of Constraints (TOC), every system has a constraint or bottleneck.

Your marketing is like a metal chain. Every chain has a weakest link that limits its ability to accomplish a goal. If the goal is to lift something that weighs 500 pounds, but its weakest link can only

handle 20 pounds, then the most that chain will be able to lift will be—20 pounds!

There's no point in strengthening the other links until you've found and fixed the weakest link. Once that's fixed, there will be the next weakest link to focus on, and then the next.

Your marketing is just like a chain made up of individual but interconnected links—your website, your messaging, your email campaigns, and on and on. Your ability to attract more of the right clients will always be limited by the weakest link in that chain.

For example, if you currently have very little quality traffic to your website, then it won't do you much good to optimize your website's conversion rate. Until you fix your traffic problem, your results will always be limited by that weakest link.

What Gets in the Way?

- Not seeing your marketing as a system of interconnected steps, each of which relying on the others in order to maximize overall performance.
- Getting distracted by “urgent but not important” marketing issues, instead of prioritizing the bottlenecks that are holding you back the most.
- Chasing the latest marketing hacks, instead of mastering the fundamentals that will have the greatest impact on your success.

Ask Yourself...

- What are the “urgent but not important” marketing problems that take up most of my time?
- What are the real weak spots in my marketing that are having the greatest negative impact on my ability to attract more of my ideal clients?
- Which weak spots in my marketing should I focus on first?

Mistake #2: Not Doubling Down on Your Unique Vision and Strengths



Too many trainers, consultants, and coaches make marketing decisions based on trends, competitors, and other people's opinions, rather than following their own internal sense of vision, calling, purpose, and strengths.

Without a clear understanding of what authentically drives you, it's much harder to communicate your value in a way that will resonate with potential clients.

Your calling is a combination of all the attributes and elements that make up the theme of “you”—your talents, skills, interests, and ways that you authentically express yourself as a unique individual.

Living in alignment with your calling:

- Connects you with your most engaged, effective, and generous version of yourself.
- Drives you to build a business that's a creative expression of your calling.
- Allows you to play to your strengths and lean into your greatest competitive advantages.

- Provides an inner compass that's calibrated to your core themes of purpose and highest contribution.
- Creates value for others by solving problems and driving change.
- Makes it easier to stay focused on what matters so you can keep moving in the right direction.
- Puts you into states of effortless flow—when you're so completely engaged in a meaningful task that everything else (even your sense of "self") seems to melt away.

What Gets in the Way?

- Clinging to external validation that keeps you stuck in “group think.”
- Not trusting your own intuition, or allowing others to make you feel like you’re being unrealistic by following your calling.
- Succumbing to imposter syndrome and other limiting beliefs that tell you you’re not good enough to create something uniquely your own.
- “Leaving your options open” and other excuses for not creating a clear vision for what you really want.

Ask Yourself...

- What's my authentic mission?
- What are my greatest competitive strengths?
- Has my business's growth stalled because I've allowed myself to be blown off course by external forces and other people's opinions?

Mistake #3: Not Clearly Defining Your Ideal Client Types



Every training, consulting, and coaching business has two distinct types of clients. There are the ideal clients who:

- Are the best fit for your unique mix of strengths and solutions.
- Contribute the majority of revenue and profits.
- Have the longest retention and highest lifetime value.

Then there are the non-ideal clients who:

- Aren't a good fit for your unique strengths.
- Are more price-sensitive and less likely to stay long term.
- Are the hardest to please or serve to the best of your ability.

Many trainers, consultants, and coaches struggle to clearly differentiate between the two. As a result, they end up attracting the wrong people instead of focusing on the types of prospects who are

most likely to become their ideal clients.

Luckily, there's a better way to build your business. But you first have to realize that you can't be everything to everybody.

Focusing on your ideal clients will help you:

- Attract the right prospects and sell your services more easily.
- Generate a higher return on your marketing and outreach.
- Differentiate yourself from the competition.
- Provide a clear value proposition that justifies a higher price point.
- Concentrate on the tactics that make it much easier to find your ideal clients—and for them to find you.
- Have more control over your sales and revenue.

What Gets in the Way?

- Not identifying the specific differences between your ideal and non-ideal clients.
- Fear of making the wrong choice.
- Resistance to saying no to new business, even when it's a bad fit.

Ask Yourself...

- Is it possible that my business's growth has stalled because I haven't been specific enough about my ideal and non-ideal client types?
- Which ideal client types are the best fit for my unique mix of strengths and solutions?
- What would happen if I stopped trying to be everything to everybody, and instead focused on only serving the types of clients who were the best fit for me and my business?

Mistake #4: Not Specifying the Exact Problems You Solve



Without a clear idea of the problems you want to solve for your clients, you may end up building a generic business that just blends into the background and gets lost in the noise.

It comes down to supply and demand. Unless your area of expertise is unique to you and you alone, prospective clients will likely have dozens of alternative options to choose from.

If your value proposition looks exactly like your competitors', then you'll be going head-to-head against every one of them, with nothing to truly set you apart.

Imagine you're in the market to have your website completely redesigned from the ground up. You've never worked with a professional web developer before, and aren't really sure of what questions to ask or what you'll need to know in order to end up with a website that drives more revenue for your business.

You don't just have a "website design" problem.

But as you shop around, you notice a lot of agencies and freelancers whose primary messaging is generically based on "website design."

Who should you pick? Since they all seem pretty much the same, your choice will likely come down to random things like:

- Luck—whichever happens to come up first in a search.
- Price—whichever happens to be least expensive.
- Convenience—whichever happens to be the easiest to buy from.

Now imagine that you come across an agency or freelancer whose messaging seems to have been custom-made just for you.

Right there on their homepage, they hit on the same specific problems you're facing—trainers, consultants, and coaches who need a completely redesigned website in order to drive higher revenue, but who don't have a lot of experience with website development, and need someone to guide them through the key decisions they'll need to make in order to get the exact outcomes they're looking for.

In other words, this design business has a clear idea of the problems they want to solve, unlike the majority of generic designers out there that all seem pretty much the same.

You may be asking, “but what about all the other types of website design projects that don't fit that description? Won't they be limiting themselves and losing all those other types of clients?”

No.

Since they're not the only design studio in the world, the likelihood of them winning a significant number of other types of projects with a generic "we design websites" approach is exceedingly small.

Sure, they'll get lucky once in a while. And the truth is that many of these generic businesses do attract some clients. But they usually do so at a significant cost—either spending way too much on ads in hopes of being in the right place at the right time, or dropping their fees to compete on price, or working on projects for which they're not a great fit.

In the meantime, the agency or freelancer I mentioned above, the one with the clear idea of the problems they want to solve, isn't pulling themselves in a million different directions or dropping their prices in order to compete.

Because they know they can't be everything to everybody, they focus on being the perfect fit for just the right clients.

What Gets in the Way?

- Fear of choosing the wrong problems to solve.
- Fear of missing out on potential clients that don't have the specific problems you solve.
- Choosing problems based on immediate demand and market trends, instead of which ones you're best able to solve and most passionate about solving.
- Jumping ahead to thinking about your solutions (catchy headlines, taglines, hooks, and CTAs).

Ask Yourself...

- What types of problems do I care most about solving for my clients?
- Which of those problems are most valuable to my ideal clients?
- What would happen if I focused on solving the types of problems that match my strengths and interests?

Mistake #5: Not Targeting Your Messaging



Even when they know their mission, the problems they want to solve, and the types of clients they want to serve, many trainers, consultants, and coaches still struggle with their messaging.

Instead of doubling down on their strengths and focusing on a highly-targeted niche, they cling to the typical “all things to all people” messaging approach.

Or worse, they default to making their messaging all about themselves (“I’m highly passionate about blah, blah, blah...”) instead of framing their offer in a way that best relates to the problems, needs, and wants of their ideal clients.

As a result, they end up with generic messaging that fails to cut through the noise, and engage the right prospects with the right offer at the right time.

Think about all the marketing messaging you ignore because it’s simply not relevant to you. Unless you’re able to articulate exactly how your offer helps potential clients solve their problem, you’ll be irrelevant to them as well.

The antidote to this kind of generic approach is to create a client-driven strategic narrative that guides your core messaging—the specific problems, value props, selling points, hooks, and benefits you’ll focus on in order to attract your ideal clients.

Get the strategic narrative right, and the rest of your marketing will fall into place much more easily.

The Narrative Framework

There are a variety of ways to tell a compelling business story, but two approaches in particular that I've found most useful:

1. Building a StoryBrand: Clarify Your Message So Customers Will Listen, by Donald Miller.
2. Everyday Business Storytelling: Create, Simplify, and Adapt A Visual Narrative for Any Audience, by Janine Kurnoff and Lee Lazarus.

While each of these approaches stands on its own (and I highly recommend picking up both books), I've combined my favorite elements from both into a narrative framework.

Characters/Setting/Challenge (Current State)

- Who's your ideal client?
- What's their current reality?
- What do they want?
- What are the problems they need to solve to achieve what they want?

Big Idea

- A short, impactful statement that makes a bold claim about their challenges and how to resolve them. The “how” their problem will be solved, and why it matters.

Solution/Impact (Future State)

- In what specific ways does your business solve these challenges for your clients?
- What’s the big picture, high-level payoff your clients will get by solving these challenges?

Call-to-Action

- What does the path forward look like, and what’s the first step that a potential client needs to take to get started?

Notice how this approach focuses first on your ideal clients and their challenges, NOT on you, your business, or your services?

What Gets in the Way?

- Trying to appeal to every possible client type equally.
- Resistance to defining exactly what you do and who it's for.
- Skipping past the strategy step and jumping straight into writing copy.

Ask Yourself...

- What's the primary focus of my messaging—the client and their challenge, or me and my expertise?
- What would my messaging look like if I made the client the hero of the story?
- How can I narrow my messaging's focus to help remove friction, boost engagement, and increase conversions?

Want to fix these and other marketing challenges that are keeping you from attracting more of your ideal clients?

Start Here

Subscribe for weekly troubleshooting guides and tips to help you:

- Find and fix the weak spots in your marketing that are holding you back.
- Fine-tune your positioning and marketing strategy.
- Start growing again by attracting more of your ideal clients.

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