



Selling Strengths: A Little Book for Executive and Life Coaches About Using Your Strengths to Get Paying Clients

Brent O'Bannon

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The aim of this little book is simple: To get you paying clients. To do that, I'm suggesting a radical change in the way you sell yourself and your coaching services. The easiest way to get paying clients is by identifying, using, and promoting your greatest strength—by leveraging who you are. The next time you approach a potential client, why not be yourself? Why not be the best of yourself? Sure, prepare for the meeting or call. Spend some time studying, preparing, presenting your coaching ideas and services in a concise manner, but work from the inside out. Focus on you, first, on those actions that occur instinctively and without effort. Then, look outside yourself at your market, your small target of companies or individuals, and finally at the prospect in front of you.

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