How To Get Clients with a Tiny Audience with Ina Coveney

with Ina Coveney · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Business coach Ina Coveney spent eight months building her first online course and sold four copies of it.

- [ ] Stop building a product for strangers and start helping real people now.
- [ ] List people in your network who could be your ideal clients.
- [ ] Ask each of them what they need and whether you can help, then name your price.
- [ ] Post where your ideal clients are, even if former bosses or co-workers will see it.
- [ ] Hold off on paid ads until your message and offer are proven, then test with small amounts.
- [ ] Count how many conversations you start each day and how many new people you talk to each week.
- [ ] Ask your partner for help and agree on one day off each for the weekend.
- [ ] Write a list of three to five things to aim for each day, and keep the rest in a tool like Trello or Asana.
- [ ] Write down why you started your business and what winning means on your own terms.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/get-coaching-clients-ina-coveney/
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