



# BETTER THAN BLOGGING

## A COACHING BLUEPRINT® GUIDE

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**TIRED OF TRYING  
TO WRITE STUFF  
FOR YOUR BLOG?**



**THE COACHING  
BLUEPRINT® CAN HELP.**

I'm Kate Swoboda. I became a life coach in 2006, growing my practice at [YourCourageousLife.com](http://YourCourageousLife.com). Since that time, I've landed a book deal ([The Courage Habit](#)) and become Director of the ICF-Accredited [Courageous Living Coach Certification](#) program. I'm also the host of the [Craft of Coaching](#) podcast. And, in 2010, I released [The Coaching Blueprint](#), a digital marketing guide to help life coaches learn how to make more money, in less time, than it ever took me. In [The Coaching Blueprint](#)® I share the moves I made to grow a successful coaching business. *Better Than Blogging* is an excerpt from [The Coaching Blueprint](#)® program. Enjoy!

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## The first life you change, will be your own. We're a life-changing program, for life-changing coaches.

When you're tired of settling in your career--settling for being at the mercy of corporate layoffs, poor leadership, and pretending to be excited about the latest (time-wasting) new initiative.

When you're tired of settling in your life--wanting to do something purpose-driven, rule your own time, and bring in more cashflow while also growing who you are.

It's hard to feel fed up. It's scary to make changes.

That's why the backbone of our program is courage.

We're an ICF-Accredited life coach program, that combines elements of a personal growth mastermind with a training curriculum that will set you up to excel as a coach.

Courage + Coaching + Connection are where it's at. Where would you like your life and career to be, one year from now?

<https://TeamCLCC.com>

# DOING THIS YOUR WAY, ALL THE WAY



You decided to get into working for yourself because you wanted to be doing more of the things that would light you up, right? Well, if writing isn't lighting you up, then why would you continue to do it?

People sometimes try to get around this by hiring copywriters as ghost writers. *El problema*: people can tell when they get on the phone with a person, that something ain't quite right between the voice on the blog and the voice on the phone. Also, it gets expensive.

This isn't that rallying cry of "do it your way" just to get you pumped up and excited.

I'm talking about what I talk about in [The Coaching Blueprint digital program](#) -- combining "doing it your way" with actual, time-tested, proven strategies (the kind that lead to you being able to pay your mortgage).

**This short guide will give you a few ideas about things that you can do, ASIDE from writing out blog posts.** These are takeaways from the mega-popular Coaching Blueprint digital program, so if you want four in-depth modules *plus* the benefits of interviews with coaches and consultants who typically offer up biz advice by the hour, [The Coaching Blueprint](#) is the program for you.

**So if writing isn't your thing, maybe you could...**



# 1. START SPEAKING



Speak into the camera on a tough topic, pretending as if you are speaking to your most beloved client.

These days, video is easy to both record and edit on your phone. Canva now offers video editing and with paid plans you can get animated intros and outros. CapCut is another popular video editing app.

Where can you learn how to use these resources? There are tons of step-by-step, free tutorials on YouTube.

Don't feel confident? I promise, the sensation of "it's so awkward to stare into a camera" really DOES go away.

So, if you tend to be better talking than writing...talk! It beats having to go back and edit your work for mis-used apostrophes.

"The greatest barrier to success is the fear of failure."

-Sven Goran Eriksson

## 2. CREATE A PODCAST



Write out a few general ideas that are tied to the topic you coach people on, and then riff on audio. There are audio apps on your phone that record with decent quality as long as you don't have a lot of background noise.

For hosting, I use and highly recommend BuzzSprout. Use this affiliate link ([https://www.buzzsprout.com/?referrer\\_id=1694521](https://www.buzzsprout.com/?referrer_id=1694521)) and you'll get \$20 off!

If you want to get more nitty-gritty, if you have a Mac you can use GarageBand to edit your audios (that's what I do). How did I learn? Again, with free tutorials that are posted all over YouTube.

When I first started, I could barely manage to hit record. Now, I can add in intro/outro jingles (GarageBand comes with some jingles already pre-installed!), edit out strange noises, and record over a track that I don't really like.

"You are not your resume; you are your work"

-Seth Godin

### 3. INTERVIEW OTHER PEOPLE



This is a huge Triple Your Traffic strategy. The Coaching Blueprint digital program gives the nitty-gritty on how to interview other people, including what technology you need, and the checklists to check before you make it happen, and guidelines on asking people, and...

Since you're a subscriber, check out the free Triple Your Traffic guide that's in the [CLCC Resource Library](#).

I'll call tip #3B this: **Be** interviewed. Not necessarily for someone to post on their blog, but rather--have someone talk to you and ask you questions, and capture that on video or audio that you'll then take and edit into 5-minute segments that you schedule out over time.

"We make ourselves miserable, or we make ourselves strong. The amount of work is the same."

-Carlos Castaneda

## 4. INVITE GUEST SUBMISSIONS



That's right, you could ask *other people* to post on the topic of your coaching practice, and then *they* send the writing *to you*! Molly Mahar rocked this strategy with her website, Stratejoy, and built a huge following of writers and people who were excited to contribute.

Think about this: other people send you writing, and all you have to do is okay it. You could even hire out for that! Then traffic is coming your way, as everyone who writes for you says to *their* networks, "I wrote for \_\_\_\_\_ today!"

Who knows? You could be the next MindBodyGreen empire.

**Note:** Please don't charge people to write *for* you. If others are contributing writing and content for your website, then you get content and they get exposure. Charging other people so that you benefit monetarily when they are the ones supplying content for you is super scammy.

"There's no shortage of great ideas. What's missing is the will to execute them."

-Seth Godin



## 5. HOLD (AND FILM) A WORKSHOP



Go out into the world and speak or hold workshops. Hire someone to film them and break pieces of the workshops into 5 minute segments. A one-hour workshop might yield, say, 10 different 5-minute gems.

Then you should schedule two a week to publish as your "blog", and you've got 5 weeks of content.

**BONUS:** You could be sure to collect email addresses from people at said workshop, and follow up with them 2 weeks after the workshop. " Remember when we covered XYZ? I'm posting a video from our workshop that revisits the topic, today, on my website." Then they feel loved-up, and you've provided a connection for them to get back on over to your website.

## 6. DO A "BLOG ROLL"



Create a blogging circle with a tight-knit, intimate mastermind group of fellow coaches, and do a regular blog-roll.

Week 1, Coach 1's content is published and everyone in the group of fellow coaches promotes traffic towards their website.

Week 2, Coach 2's content is published and everyone in the group of fellow coaches promotes traffic towards Coach 2's website.

Week 3...you see how this goes.

Do a little deal where your content is promoted, three-way style, among 2-3 other blogs, on a rotation. This mutual agreement to promote each other's work becomes a rising tide that lifts all boats.

This is less about getting content from others, and more about finding a way to produce a minimal amount of content, but see it go farther (because everyone is helping everyone else out with promotion).

## 7. CREATE ART



Snap photos or create art that is expressive of concepts related to what you work on.

Then pop those photos into Canva and put a quote or short thought tied to the topics you like to coach on, under them.

People love visual content. That's why Pinterest is so popular.

You can break out your content by topics, too. For instance, on Pinterest I have boards tied to becoming a coach (<https://www.pinterest.com/katecourageous/becoming-a-life-coach-team-clcc/>) and others that have positive quotes (<https://www.pinterest.com/katecourageous/motivational-quotes/>).

**Pro tip:** Always be sure to put your URL at the bottom of graphics. Then people can find you.

## 8. HOLD DINNERS, CIRCLES, SMALL GATHERINGS



Who says the only way to build a business is through constantly posting content for your blog?

What if, instead of coming to you for blogs, people came to your...dinners? Would that be a more natural way for people to interact with you, and for you to interact with people?

We need to remember that business is about relationships, and if you're not feeling like you can relate or are relating to the online world, then find other ways of getting in touch.

After what we all survived with COVID, people are craving more and more in-person connection.

What if you loved holding a monthly dinner with a topical theme? People might attend your get-togethers (you could hold them at a restaurant with the expectation that each person pays their own way) and convert to clients or be interested in a group program.

## 9. CREATE PRIVATE ONLINE GROUPS



Then chat within forums that you create. Once weekly, pull a response to a question or comment (with their permission, of course) and either create that as your "blog post," or flesh it out with a bit more detail.

Again, move away from this idea that the "thing to do" will always be to pull together a curated written piece, or even a curated video/audio.

Maybe your "thing to do" will be to interact with small micro-communities, informally and without thinking through a beginning, middle, and end for your content.

Making them private makes it easier for people to feel safe being vulnerable and open with one another.

I recommend Mighty Networks for communities that are off of Facebook.

## 10. HOLD "OFFICE HOURS"



Hold "office hours," where instead of blogging regularly, you show up in person (albeit virtually) to regularly to talk to people one-on-one.

Most social media platforms have "live" options now as well. You can plan live events and promote them directly to your social networks, but keep the agenda loose by calling it office hours.

The same can be done with a workshop using a conference call line or video conference software. Hate zoom? I love [Crowdcast.io](https://crowdcast.io) .

This approach could even become bigger if you invite guests to come to your "office hours" as well--they might tell their networks that they are meeting with you and then more people will show up.





## It's time to start making more money for your coaching business, in less time.

With the Coaching Blueprint® marketing program, learn how to:

- identify and market to your ideal audience without inauthentic, slickster marketing tactics
- structure and set pricing for your different offerings
- save time by learning what really works--stop feeling like you're "trying everything and hoping something works."

## **THE COACHING BLUEPRINT® DIGITAL MARKETING PROGRAM, CAN GUIDE THE WAY. YOU CAN START NOW--TODAY.**



Get clear on how to help potential clients see that you--yes, you!--are the coach for them with the Coaching Blueprint® approach.

You'll learn how to create values-aligned marketing practices that get more clients in the door.

Begin today:

<https://CoachingBlueprintProgram.com> .

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