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Those in Life Coaching Want to Change the World, But Must Learn Marketing First

A recent survey of nearly 3000 life coaches reveals that life coaching can and is a viable career for many. The hard part is finding the time and skill to run a small business and market it effectively – the pieces most coach training doesn't teach you.

“Coaches tell us their number one priority is changing the world – but they have no idea how to reach that world,” says [Suzanne Falter-Barns](#) who along with [David Wood](#), recently surveyed 3000 life coaches to determine how business is doing. Wood and Falter-Barns mentor and guide new and up-and-coming life coaches, particularly around matters of business and marketing.

The number of life coaches has risen to more than 30,000 ten years after the profession of life coaching began. Together, Wood and Falter-Barns reach more than 20,000 of these coaches through the websites, blogs and ezine lists of their companies, [Get Known Now](#) and [Solution Box.com](#). Wood is former Publicity Chair of the International Coach Federation and founder of 15 coaching related web sites, and Falter-Barns is a former New York marketing consultant and successful self help author.

In the survey, 73% of life coaches said their main reason for coaching is to ‘have a greater impact on people.’ Yet a full 49% said their biggest challenge with their business was filling their practice. Only 29% of all coaches surveyed reported that they earned more than \$25,000 annually.

The survey showed that a full 71% of those in life coaching rely on personal referrals to build their business, while only 4% rely on web sales and only 3% rely on advertising. Wood, who currently holds the #1 position for ‘life coaching’ on Google (out of 50.9 million sites!) says, “Coaches have so much to offer the world. But most are lacking the natural marketing talent to fill their practice with clients. They need to train up in how to use the internet to draw a natural stream of clients.

For complete survey results, go to www.solutionbox.com/coachingresults.htm

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