

MY TOP TEN BOOKS ON MARKETING FOR COACHES

10. **E-MYTH REVISITED** (Michael Gerber). All about working on your business instead of in your business.
9. **GET CLIENTS NOW!** (C.J. Hayden). Offers a good, 28-day program for getting clients for your coaching practice.
8. **BUILDING YOUR IDEAL PRIVATE PRACTICE** (Lynn Grodzki). A guide for therapists and healing professionals more than for coaches, but still a great read.
7. **MILLION DOLLAR COACHING** (Alan Weiss). Dr. Weiss is my mentor and the leading expert on entrepreneurial thinking. Read everything he writes. And that's a lot!
6. **AUTHORITY** (Rob Cuesta). Another of my mentors, Rob Cuesta shows how you should position yourself as a leader in your field.
5. **SECRETS OF THE MILLIONAIRE MIND** (T. Harv Eker). All about how to think to grow rich, in the vein of Napoleon Hill (who's best book *Laws of Success* is often shadowed by his best-known book *Think and Grow Rich*).
4. **PROSPEROUS COACH** (Litvin & Chandler). Quite a few people like this one, me included. It's specifically for coaches, and suggests getting as many appointments as you can in order to get coaching clients. A good strategy, especiall for beginning coaches.
3. **NO B.S. TRUST-BASED MARKETING** (Dan S. Kennedy). All of the books in Kennedy's superb No B.S. series are worth reading and implementing. I also suggest his *No B.S. Direct Marketing*, *No B.S. Sales Success* and *No B.S. Wealth Attraction...and No B.S. Marketing to the Affluent*, and...well, you get the picture. He is a legend (uses a fax and FedEx instead of email!) and his *Magnetic Marketing Vault* is also a great investment.
2. **HOW TO WIN FRIENDS AND INFLUENCE PEOPLE / HOW I RAISED MYSELF FROM FAILURE TO SUCCESS IN SELLING / SCIENTIFIC ADVERTISING / OGILVY ON ADVERTISING**. These books by Bettger, Carnagie, Hopkins and Ogilvy date back decades. They are the classics of the field. You don't need to read them, but just know that they form the basics of what good, ethical marketing is: listening, seeing the need, offering a solution. That's it. Now just do it.
1. **PREMIUM** (Rob Cuesta). I am partial to this book, not only because my blurb is in the hardcover version...but because Cuesta offers his own story in such a compelling way that the reader is hooked – and then offers loads of great strategies on how you build a thriving business as a coach.

Remember – books are a slow way to grow. We all love reading. I get that. But it's not necessarily more knowledge you need. It's the right advice, and then – execution. The speed of implementation is rewarded. That's a "cosmic law", if there ever was one.



P.S. Questions? Ask me: jpjako@gmail.com