



## **Case Study: Gladeana McMahon - An Executive Coach Looking to the Internet for Additional Income**

### **Problem:**

This successful Coach and author wanted to reduce the number of hours she was working, but without sacrificing income. She realised her income was totally dependent upon her working long hours with clients and was keen to explore the possibilities of generating additional income streams using the internet and her considerable existing back catalogue of written material. She had no online presence and no experience of using the social networks, but was keen to learn how best to make them work for her business

### **Solution:**

We looked at a couple of possible business models and she settled on creating and launching several new products and using a full range of social media marketing tools to promote them.

While the products were being developed, we set about establishing and building her personal brand and presence online. This involved writing and optimizing profiles with the main social networks, and building Facebook business pages. For each new product we set up a social media promotion campaign, and automated the purchase and fulfillment process.

Two new niche website/blogs were created and populated with informative articles and links to the social networks. The sites were also optimized for the search engines. We designed sign-up forms and lead generation products, with scheduled email message sequences to further promote this client's products and services. We designed a template with an Email Service Provider and set up a regular Email newsletter and marketing mailings. We also carried out several telephone and Skype training calls so that she felt comfortable using the various technologies and time-saving tools.

### **Results:**

This client progressed from having a single, cluttered and out-of-date brochure website, to having two attractive and dynamic new niche sites. With regularly updated blogs showcasing her expertise and attracting visitors, it wasn't long before the first available products began to sell. My client also now maintains her own social networks and posts to the blogs. Best of all, her work has been given a new lease of life and the several passive income streams set up will continue to earn her money into the future.

### **View website Cognitive Behavioural Coaching Works:**

<http://www.cognitivebehaviouralcoachingworks.com/>