



## To Your Most Frequently Asked Questions:

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How can you not? Reevaluate all the things you do in a day. Are they all productive? or do you waste time surfing the web, chatting with peeps on the lesson tee, hitting balls, sitting around? I bet you can find at least 1 hour a day that you could use toward a better cause. Marketing your teaching biz will keep you in the game (making money). Once you have a SUCCESS(biz)PLAN and know where you are heading, small amounts of time per day on planned success steps, will keep you on track to achieve your goals. Without a PLAN - if you don't know where you want to go, as the saying goes, *any road will do!* 

### *I'm just a teeny tiny biz, why should I spend money on your site?*

You shouldn't if you do not want to accomplish any more than you already have! Our site is for those who want to play and think BIG. It is for those who are ready to do whatever it takes to find their version of SUCCESS. Not everyone wants this, you can make up your own mind if playing BIG is for you. Playing BIG is not always comfortable or convenient, but the rewards are HUGE. This is our THINK ACT COLLECT

## I need marketing, but can't afford to pay a big marketing company, what should I do?

We all need advice and mentors in our businesses. There are no self made millionaires!! Successful people have many many people that helped them with their success and continue to do so.

There is plenty of free information on the world wide web. If you have the time you can find all you need for free on the web. We created GolfProBizCoach.com for golf teachers just like you! What we offer is effective. If you know you need something or someone to help you Play BIG and breakthrough to the next level of success with your teaching business, give us a try or try someone else, but just try, otherwise in this economic climate, or any other economic climate in the golf industry, the market could get the best of you while you are hesitating about moving forward and achieving your dreams and goals.

## Social media, is it just a fad?

No, it's not a fad and here to stay. That being said, there are many different ways to use it very simply and effectively for a golf teaching business.

### *⊌If I need social media, how can I tell?*

Do you have a business? If you answered Yes, you need it! This is true even if your employer uses social media for the facility. The facilities website and social media plan is not your plan!! Make no mistake about this!

### *Is off-line marketing DEAD?*

NO! NO! NO! There will never be a replacement for a face to face interaction. On-line marketing is a new marketing tool not to replace off-line marketing especially for us, the golf teaching professionals! Face to face Networking should be one of the two most powerful tools in your marketing tool box.

#### *I'm a local biz- how does on-line marketing help me?*

Just think- someone out there is considering taking golf lessons, where do they begin their search? That's right they search on-line for "golf lessons Your City" will your golf teaching business be listed in that search?

If it is, they will probably go to your website/blog (same thing) to find out about you and your lessons. It's very helpful.

## My golf course has a website, why should I spend the money to have one?

Just that, it's the property of the facility not yours. You need one just for your business and your target market. You also want to begin to create a database of customers that belong to you. You never know when you may move to another facility and you will then have the ability to communicate that to your customers. Not to mention the many things you can market to them to buy!

#### *Personal Branding is just BS, do you agree?*

NO I don't agree, here's why: Do you think a persons reputation is BS? Your reputation is how people judge if they want to do business with you, be friends with you, hire you, recommend you and on and on. A persons brand quite simply is your reputation. My advice is to protect it at all costs and control it with your behavior. If you have a PLAN you are essentially creating your reputation and brand with your own will and someone else is not doing it for you.

## I've been teaching for years, do I have a brand and how do I find out what it is?

Yes you would have a brand. Create a survey and ask your students to fill it out. Also ask your employer and some co-workers. You will see a

pattern to the answers, this is your reputation and what you are most known for, YOUR BRAND. If you don't like it- get a PLAN to change it.

## Where can I learn to use social media that doesn't cost a fortune and take a lot of time?

You can use our site or go to YOUTUBE. There are hundreds if not thousands of videos on how to use the social media sites. Or hire a consultant or agency to do it for you.

### *I am uncomfortable advertising myself, how can I get around this?*

When you advertise or market your products and services, just educate your audience. Give them information they want about golf. They really aren't interested much in you! They are interested in getting information they need to stop some pain they have about golf. Just give them that information, tell them what you can do for them. No need to advertise directly about you anyway, it's about the products and services you sell and how that solves a problem for your target audience. Educate your audience.

# I'm an independent contractor, but my boss would watch everythingI do for marketing and advertising, how can I handle this?

Yes this is tricky. Your best bet is to make sure you work for a company that has your values and wants the same things from the teaching programs that you want. Make sure you communicate what you would like to do, the programs you want and how you intend to market those programs. Put it all in writing, send them in an e-mail so you have the approval in writing. A bit cynical but it is crystal clear to both parties.

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Change your mindset or hire a consultant, agency or business coach.

## Solution FREE golf information on the web how can I compete with that?

Easy. I believe a golf teacher could make a good living from golfers that tried to teach themselves! Golf is a high touch activity and always will be. The face to face component of a live lesson is a major part of the fun of learning and getting better. If you make your customers better and make them feel good, you will kick some butt over the on-line teachers in the long haul. Focus on your own target audience and your own business.