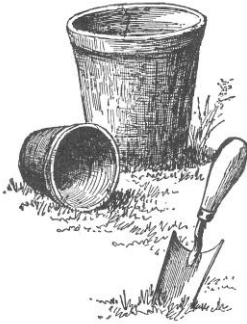


Find your Niche as a Garden Coach

Presented by -Sue Goetz, CPH



Coach (kōch): Somebody who instructs a person in a particular subject.

Mentor (mén tàwr): Somebody, usually older and more experienced, who advises and guides a younger, less experienced person.

Consultant (kən súltənt): An expert who charges a fee for providing advice or services in a particular field.

Coach, mentor, consultant, part plant expert, part creative designer, part botanist, and occasional marriage counselor are all a part of the job description.

- Targeted or well-rounded...who are you?
- What a coach needs to know
- Develop your coaching business based on your knowledge and passion.
- Who is your client?
- Find your market and go after it.
- Tap into the DIY explosion.
- Set yourself apart
- This is a business...treat it like one.
- Marketing You 101

Resources:

www.thecreativegardener.com/Garden-Coaching
Coaching...it's not just for sports-

Costco Connection Magazine

www.costcoconnection.com/connection/201003

<http://gardencoachdirectory.wikifoundry.com/>

www.growingagreenerworld.com/episode317/

www.gardencoach.org



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