



BACK CATALOGUE

Issue #1 (March 2017)

“How You Feel About This Five-Letter Word Will Determine The Success of Your Coaching Business”

Also:

- **How To Keep Bad Clients Off Your Roller Coaster** – The exact method that I use to determine and attract my ideal clients, while keeping the bad apples far, far away from me.
- **Gather Them ‘Round The Content Creation Fire** – How to use compelling content to draw more clients to you.
- **Pulling Prodigious Profits From Playing Private Investigator** – A sneaky (yet, ethical) way to have competitors help grow your business!
- **If You’re Having Trouble Naming Something, Try This** – Never struggle to name anything ever again by doing this (I used it to name my podcast, Natural Born Coaches, and it’s saved me time and time again) ...
- **A New Way To Get Coaching Clients From Twitter** – Even If You Have Zero Followers! – A cool strategy that few people know about to get new clients on Twitter (no, it’s not sending out 1,000s of tweets a day).

Issue #2 (April 2017)

“The Insider’s Guide To Facebook Group Domination”

Also:

- **What To Do When You’re Being Hit On With Affiliate Offers Every Day** – Getting asked to be an affiliate often? Find out how to turn the tables and get the other guy to promote YOU.
- **When You’re Too Good At What You Do** – An SCC subscriber had a problem: she was so good that nobody thought they needed her help anymore when they finished their coaching contract. Discover how to get expiring clients to extend six months, one year, or longer!
- **Five Openers To Get You Killer Engagement With Your Prospects** – Here are five openers that get amazing response from potential clients and customers (tested and verified by a master copywriting friend of mine).
- **An Important Lesson From Superman III** – Superman III was destroyed by the critics (the movie stunk), but it taught me a lesson that I’ve used over and over again to help me in business.
- **Hitting A Home Run With Podcast Interviews** – Being interviewed on podcasts is a great way to grow your business, but getting on shows is only half of the equation. Learn what else you have to do to maximize your results ...

- **Bonus Insert: Top Secret Stuff I Learned At Social Media Marketing World 2017** – I was a speaker at SMMW 2017, and took a bunch of notes from the seminars that I attended. I share the best of what I learned during the conference (something that others spent hundreds and even thousands of dollars to learn).

Issue #3 (May 2017)

“How To Create A Lead Magnet That Gets Your Prospects’ Mouths Watering”

Also:

- **Do You Have “Business Breath?”** – Avoid doing something that most coaches do (and that drives potential clients running for the hills!).
- **What Do You Do?** – Learn the power of having something in your back pocket that 90% of coaches don’t have.
- **Leveraging Big Names In Your Market** – If you can snag a big fish influencer, it’ll do wonders for your business. Learn my tricks for doing it (you can put them into action ASAP).
- **The Great Facebook Purge (And What It Can Do For You)** – This neat trick bumped my Facebook engagement WAY up!
- **A Super-Simple Coaching Agreement For You To Use** – I share the coaching agreement that I use with my clients, so you never have to worry about what to use with yours (you can use this word-for-word to get clients signing off and eager to start working with you ...).
- **A Lesson From Robinson Crusoe & Frank Underwood** – At first glance, Robinson Crusoe and Frank Underwood (from House of Cards) seem like an unlikely pair. But they both taught me a lesson that you need to know!

Issue #4 (June 2017)

“How To Cut Through The Noise And Get Your Message To Stick Like Gum in Hair”

Also:

- **Use This Boring-Busting Method To Get More Clients!** – A cool strategy that I learned from some television series like *Dallas* and *LOST*.
- **Save Yourself From Stress By Handling Guarantees And Refunds This Way** – There are a ton of “refund artists” around online, and this will show you the way to protect yourself against these dangerous people!
- **Winning At The Game Of Life (And Business)** – A way to implement gamification into your life and your coaching business (I share my exact method).

- **Stop Overthinking Your Content** – An easy way to crank out engaging content, without having to do it 24/7!

Issue #5 (July 2017)

“Every Time A Coach Works For Free, A Kitten Dies”

Also:

- **Defending Your 1:1 Coaching Fees** – A tactic for blocking price hagglers from beating you down (this is something that EVERY coach should be doing).
- **The Only Goal That You Should Have With Your Messages** – How I get calls booked with qualified prospects and regularly close more than 70% of them!
- **A Valuable Lesson From Chief Clancy Wiggum** – Human nature is insanely curious, and I share something you can start doing in your business and on your website ASAP to get more clicks (and sales!).
- **Dealing With Haters** – How I turn haters’ attacks into more money ...
- **Don’t Let These People Knock You Off-Track** – Following the wrong advice is dangerous, and Super Bowl commercials prove this!
- **Bonus Report: How To Get More People To Open Your Emails!** – Since you can’t make a sale if people won’t read your emails, I give my top-performing email subject lines of 2017 - with a complete breakdown on why each one performed so well!

Issue #6 (August 2017)

“A Behind-The-Scenes Look At A Five-Figure Launch (Warts and All)”

(I did a promotion for my Group Gold program that hit five-figures – without spending one red cent on paid advertising. I go through how I did it organically, in detail).

Also:

- **How I Use “The Last Ten Test” To Draw Potential Clients To Me** – This test is one way I can tell within about 30 seconds if a coach is going to make it in this business or not ...
- **The Amazing Power of Case Studies** – Case studies are an awesome way to drum up business (IF done properly). I show you exactly how to structure them!
- **Three Ways To Convert More Of Your Discovery Calls** – You can easily waste hundreds of hours every year on dud discovery calls. Learn the three steps to ensure you nail your calls and get the clients.

- **It's Time To Play Hard-To-Get With Your Prospects** – Here's a secret from the dating world that can be applied to coaching (including some exact wording to get the point across to your prospects)
- **How To Eliminate Pesky Distractions And Supercharge Your Productivity** – Learn about a desktop app that I use that instantly skyrocketed my productivity (and it's free)!

Issue #7 (September 2017)

“How To Bat Away Those Pesky People Buzzing Around In Your Life”

Also:

- **You Can Be A Successful Coach ... Believe It Or Not!** – The life of Robert Ripley (of “Believe It Or Not!” fame) gives a lot of valuable lessons for coaches. Learn all about them here ...
- **Calling In Favours** – You have tens of thousands of dollars (or more) of potential business just sitting in your network, waiting for you to take it. Here's the key to unlocking it!
- **“Daily Somethings”** – How you can leapfrog people who started coaching years before you by taking one step every day.
- **If You're Having Trouble Taking Action, This Can Help** – Can five seconds change your life? You bet!

Issue #8 (October 2017)

“How To Use Daily Emails To Explode Your Revenues Like Mentos In A Bottle Of Coke!”

This issue was dedicated to laying out my system for sending daily emails to your list. It's something I've been doing since April 2016, and it's been a BIG revenue driver for me. I had so much to teach about daily emails that this issue is 20 pages instead of the usual 16!

- **Bonus Report: How A Health And Wellness Coach Uses Daily Emails To Make His Business Healthy As A Horse** – This is the transcript of an exclusive interview I did with Donnie DeSanti, where he shared how he does daily emails and uses them to get more clients and customers!

Issue #9 (November 2017)

“B.O. Is Bad, A.B.O Is Good”

Also:

- **The Right Way To Handle Your Online Calendar** - Most coaches who use online calendars

are making some mistakes that shoot themselves in the feet and loses them clients! Learn some nifty tricks to turn your online calendar into a money making machine ...

- **Lessons From Men's Cologne** - Implement this one strategy used by makers of men's cologne to get more business.
- **How To Use Important Dates To Get An Incredible Shot Of Motivation** - I share how I defied the "experts" and launched my podcast six weeks earlier than anyone thought was possible!
- **This Draws People To You Like Moths To A Flame** - You might hate politicians, but you can learn something important from them. I share what that is ...

Issue #10 (December 2017)

"How To Make December Your Best Month Of The Year While Others Are Drinking Eggnog And Stuffing Their Faces!"

Most coaches shut things down for the month of December, but by using these strategies you can end your year on a high note!

Also:

- **The Secret To Turning Your Weaknesses Into Strengths** – You don't have to worry about your weaknesses costing you business ... using this you can actually get more business because of your weaknesses!
- **How You Handle Rejection Will Determine Your Success As A Coach** – I give examples of how you should (and shouldn't) handle rejection, and how I've turned no's into clients and customers.
- **An Easier Way For Your Clients To Pay You** – I show a simple method to get payments from clients without chasing them (it's something that not many coaches are using!).
- **Bonus:** I share a transcript of an interview that I did for *The Six Figure Coach Magazine*. You'll learn how to beat procrastination, how to create better content, and how to raise your fees (and get people to pay them)!

Issue #11 (January 2018)

"My System For Making Over Six Figures A Year With Group Coaching Programs!"

This issue is all about how I create, sell, and run a highly profitable group coaching program. If you want to get more group coaching clients, this one is a "must-read!"

Issue #12 (February 2018)

“The Anatomy Of A Facebook Post That People (And Your Wallet) Will Love”

I break down the exact process that I use to create posts that get me lots of new clients and customers!

Also:

- **Business Lessons From The Online Dating World** – There are a surprising number of lessons that coaches can learn from people looking for love online...
- **My Interview Strategy For Growing Your Community And Credibility Quickly** – I go through a (free) method that I, and my clients, use that has added hundreds of new members to our Facebook groups with little effort!
- **Don't Fall Into This Common Trap** – My client was making a common mistake that most newer coaches are, and if you aren't careful you could be too.
- **Inviting People To Vacate Your World** – Most coaches are afraid to chase people out of their networks, but I show exactly how I do it (and why it's just smart business).
- **Bonus Report: Marc's Facebook Messenger Bot Guy Spills The Beans About Bots!**
– Samir Ranpara tells how you can use Facebook Messenger bots to get more coaching clients and customers (without pulling your hair out setting it up and running it!).

Issue #13 (March 2018)

“A 100% Free Way To Get A TON Of Clients And Customers Into Your Coaching Business...Guaranteed!”

In this issue, I outline the exact method that I use to get booked to be a guest on 50 to 100 podcasts every year. Learn how to do this without spending a penny!

Issue #14 (April 2018)

“A Coach's Handy-Dandy Guide For Getting Unstuck!”

This issue was dedicated to solving the most common issues facing coaches, including:

- If You're Stuck Choosing a Niche
- If You're Stuck On What To Offer
- If You're Stuck On How Much To Charge
- If You're Stuck On How To Do A Discovery Call
- If You're Stuck On Creating An Online Program
- If You're Stuck On Your Website
- If You're Stuck On Creating Content

- If You're Stuck Starting And Growing Your Email List
- If Your Mindset Is Stuck
- If You're Stuck And Feeling Overwhelmed
- **Bonus: "How To Get Through The Tough Times And Become More Resilient"** – I share a transcript of an interview that I did where I talk about how I got through the most challenging times in my life, and how you can navigate rough waters too ...

Issue #15 (May 2018)

“\$\$\$ How To Create Consistent Recurring Revenue With A Print Newsletter! \$\$\$”

In this issue, I show exactly how you can start your own print newsletter: everything from how to set it up properly, tips for creating content, how to get it printed and how to sell subscriptions. Follow what I lay out and you'll have your print newsletter up and running in no time!

- **Bonus: "Marc's Extra Thoughts"** – I explain the one thing that Dan Kennedy does that instantly positions him as the authority and allows him to command enormous fees!

Issue #16 (June 2018)

“The #1 Thing I've Learned From 40 Years On This Planet”

I celebrated my 40th birthday this month, and I shared the main lesson that I've learned in that time – and how I apply that lesson to my business!

Also:

- **Attracting Clients By Taking The Filter Off And Speaking Your Mind Unapologetically** – A Secret Coach Club subscriber sent me a great question related to speaking your market's language, so I decided to share the answer here.
- **My Sure-Fire Way of Getting More Business From Facebook Groups** – Before I launched my Facebook group, The Coaching Jungle, I got a ton of business from other people's groups. I break down how I did it (there's a right way to do it, and a wrong way that will get you booted from the group with no new business to show for your efforts!).
- **How To Get Killer Testimonials (And More Sales) Using "Results Groups"** – I learned a neat little trick that Extus Justin is using for great results in his program, and I teach what it is here.
- **The Ultra-Secretive, Mysterious "Pod Approach"** – An SCC subscriber let me in a secret thing that she's been doing that has skyrocketed her engagement (I'd never heard of it before!). This is something she uses for LinkedIn, but it can be modified and used on other social media platforms as well!

- **What Coaches Can Learn From My Mexican Vacation** – I learned some valuable business lessons (of what to do and not to do) from a resort that I stayed at in Mexico ...
- **Marc's Extra Thoughts** - Jordan Belfort ("The Wolf Of Wall Street") did something ingenious in his latest book, so I decided to give it a try. I got a lot of new sales using this technique, and you can too!
- **Bonus: "How To Use Storytelling To Draw People To You Like Bees To Honey!"** - This is a transcription of an exclusive interview that I did with Dave Rynne, where we go over how to use storytelling to bring in more business ...

Issue #17 (July 2018)

"Filling Up Your Piggy Bank And Helping Your People With Joint Ventures!"

I walk subscribers through how I've been adding a lot of extra revenue into my business by partnering with others. I show how to choose partners, how often to do JVs, tips for making more sales with them, and a whole lot more!

Also:

- **The Most Popular Email I've Ever Sent Out!** – I give a step-by-step breakdown of an email that generated a ton of engagement for me, and explain why it did so well so you can apply it to your content.
- **Niching Lessons From My Picky Seinfeld Friend** – Coaches can learn some valuable lessons about choosing and sticking with a niche, from a picky friend of mine.
- **A Nifty Little Mental Trick To Ignite Your Content Creation** – I share the secret little thing that I do to churn out tons of content (it works regardless of the market you're targeting).
- **Marc's Extra Thoughts** - I talk about screaming goats, and how that applies to marketing in the online space.
- **Bonus: How To Find Your Starving Crowd (And Make \$\$\$ Feeding It!)** - Learn a six-step method for identifying your ideal market, crafting an irresistible offer and selling it to them!

Issue #18 (August 2018)

"How To Get New Clients And Customers In Just One Minute A Day!"

I give a complete breakdown for how to set up your own Alexa flash briefing show, and include screenshots so you can "see over my shoulder" for how I do a daily one that brings me business (without eating up too much of my time).

Also:

- **The “Why I Do What I Do” Post** - This is a powerful way to generate new business using your existing market (and only takes about 15 minutes to do). I’m shocked at how few coaches actually do this ...
- **Why You Should Be Making Their Blood Boil!** - I share a way to generate more engagement from your followers (warning: it’s not for the faint of heart).
- **Why I Don’t Coach People Short-Term** - Discover an easy way to increase your coaching revenue, reduce your stress and get better results for your clients. Win/win!
- **How To Deal With Flaky People Online** - If you’re doing business online, you’re going to run into flaky people. Here’s a short guide for how I deal with them, so they don’t waste any of my precious time or energy.

Issue #19 (September 2018)

“Why Pulling Out Your Knife and Ruthlessly Slaying Your Sacred Cows Is A No-Brainer For Your Business!”

Learn how to eliminate the things you need to trim from your business to send your profits soaring ...

Also:

- **Setting Your Social Media Engagement On Fire With a ‘Question Of The Day’** – I do a walk-through of something that can dramatically increase your engagement and following on social media.
- **The Words That You Use Matter** – Learn how changing a few choice words makes a huge difference in your sales numbers.
- **Relatable = Profitable** – There’s a right way and a wrong way to “just being yourself” when in business. Don’t get tripped up like a lot of coaches are when doing it!
- **Successful Coaches Are Dogs With A Bone** – Are you really pursuing as many opportunities as you could be? Here’s a swift kick in your behind to get you jumping on opportunities ...
- **Bonus:** A Sample List of Facebook “Questions Of The Day!”

Issue #20 (October 2018)

“How To Get More People Opening Their Wallets For You By Shifting Your ‘Free/Paid Line’!”

Learn how to strike the right balance between giving away free content and charging for what you do (this change can add thousands to your revenue instantly) ...

Also:

- **Don Draper’s Guide To Commanding Respect From Your Clients** – Don Draper from *Mad Men* perfectly illustrated what coaches need to do in one scene from the series. I dissect that scene and show how you can apply it to your business mindset.
- **A Holiday Secret For Creating Content That Sells** – Learn how to use holidays (even the not-so-popular ones) to increase your sales!
- **The Amazing Benefits Of Focusing On One Offer At A Time!** – A simple question from a client points out something that a lot of coaches are messing up (this “simple” change will do wonders for your coaching business).
- **How To Avoid Being Alex Jones’d On Facebook** – I address a warning that’s been going around Facebook, and show how you can learn a lesson from the trials and tribulations of Alex Jones.

Issue #21 (November 2018)

“Staying Out of The Sneaky, Mischievous, Camouflaged “Creation Trap”

I once got stuck in a “creation trap” that you could be stuck in right now (I estimate that at least 80% of coaches are currently in it). I explain what it is and how you can avoid it to make more money!

Also:

- **Getting Eager Prospects To Raise Their Hands For You By Giving Freebies Away** – I explain a simple social media post that takes just a few minutes to do, but can give incredible results (I include a real-life example and screenshot of how I did one).
- **The Magic Of The JV Training Webinar Strategy** – If you aren’t partnering with others to make offers to their communities, you’re leaving money on the table. Learn how to choose who to partner with, how to approach them, and how to structure a successful joint venture!
- **A Valuable Lesson From A Nervous Baseball Team** – The 2015 Toronto Blue Jays didn’t win the World Series, but they provide a very valuable lesson for coaches to profit from.
- **Marc’s Extra Thoughts** -I share how a family emergency changed how I think about my smartphone.

Issue #22 (December 2018)

“How To Nab Sales For An Unfinished Online Program ... Before You Even Launch It!”

I give a complete breakdown of the early bird sale I did for my *Daily Email System* online program from the first flicker of an idea in my mind until launch day. You’ll learn how you can bring in five figures before your program is even created (specific instructions included)!

Also:

- **A 100% Guaranteed Way To Zap Away Any Mental Blocks That Are Keeping You From Selling Your Stuff** – If you're hesitating on selling your services, I share what's probably holding you back (and explain how to get past it).
- **How To Use 'Cold' Podcast Pitches To Get Podcast Hosts Rolling Out The Welcome Mat For You!** – I recently got an email from a stranger who wanted to be interviewed on my podcast. Even though I'm booked solid and promised myself I wouldn't take any new bookings, her pitch was so good I instantly invited her onto the show. I share the exact email she sent so you can get booked for more interviews.
- **A Simple Shift To Close More Of Your Discovery Calls** - If you aren't converting as many discovery calls as you'd like, I share a trick that I gave another coach that will bump up your sales.
- **Why I Just Changed The SCC Subscription Model** – I changed how I sell my print newsletter, and even if you don't offer one, you can still take the lessons from it to benefit you in your business!
- **Bonus Interview Transcript with Jennifer Dunham** - "It's Time To Lace Up Your Sneakers and Make More Money For Your Business By Dashing For Cash!"

Issue #23 (January 2019)

"10 Lessons From 'The Greatest' For How To Knock Your Competitors Out Of The Ring And Rise To The Top Of The Coaching World!"

Coaches can learn a thing or two (or ten) from the life of boxing legend Muhammad Ali. I break down these lessons and show how they can be applied in your business for more profits.

Also:

- **How "Zero Moments Of Truth" Will Help You Get More Coaching Clients** – There's some bad advice being thrown around in Coachland about content creation, and I take my hammer to it!
- **My Two Cents About A Common Coaching Conundrum** – I was asked a (very common) branding question by a coach, and I share my answer to her since so many others are struggling with the same dilemma.
- **Getting What You Want By Changing The Dial On Your "Radio!"** – Here's a simple, almost too-easy way of getting what you want (yet few put it into practice!).
- **Bonus Interview Transcript with Barbera Aimes** – "A Guaranteed Way To Grow Your Email List Using The Little-Known "Spotcast" Method!"

Issue #24 (February 2019)

“A Unique (And Guaranteed Profitable) Joint Venture Strategy That Will Fill Your Piggy Bank and Save Your Precious Time!”

I share a much better way to do joint ventures that hardly anybody is doing (or knows about) ...

Also:

- **How To Grow Your Email List By Thousands Of Subscribers Without Spending One Shiny Nickel** – Learn how one entrepreneur grew his email list from zero to 3,000 subscribers without spending anything!
- **A Small (But Effective) Change To How You Price Your Offerings** – Here’s something that incentivizes prospects and get them to commit to your offering more quickly (without discounting).
- **A Neat Little Trick That Will Push Time-Wasters Out Of Your Orbit And Draw Gung-Ho Clients To You** – Do you ever find yourself in the awkward position of being asked for advice by non-clients? I stumbled on this technique for handling it years ago, and it works like a charm to either chase them away (saving you time) or have them hire you!
- **The Anti-Dale Carnegie Approach To Being Happy** - Here are 17 unconventional ways to being more happy (warning: not the usual, self-help suggestions).
- **Bonus Interview Transcript with Nick Pereira** – “Generating Business With Your Own Facebook Show!”

Issue #25 (March 2019)

“How To Quickly Build A Tasty Coaching Offer That Satisfies The Rumbblings In Your Prospects’ Tummies!”

This is a special themed issue where I show how to quickly create a coaching offering (and not take months, or years, to do it).

- **Bonus Interview Transcript with Julia Katsivo** (“How To Hit Your Revenue Goals By Implementing Marketing Funnels!”)

Issue #26 (April 2019)

“The Stunningly Simple, Old-Fashioned Method That Will Double Your Productivity ... With A Mere Pen And Paper!”

I share how I’ve been using a bullet journal to get a lot more done in less time ...

Also:

- **The Vital, Missing Ingredient From Most Coaches' Websites** – Most coaches neglect having this on their websites, and it's costing them business every day!
- **Fattening Your Wallet With Bite-Sized Offerings** – I show a simple technique for creating new offerings with things that you've already created!
- **An Easier Way To Connect With The People In Your Marketplace** – Learn how to incorporate stories into your messaging to draw more prospects to you.

Issue #27 (May 2019)

“Marc's Guide For Cranking Out Consistent Content More Quickly!”

This is a special theme issue where I teach my system for getting your content created more quickly (and without the usual stress and frustration). If you've been struggling with your content creation, this will fix it!

- **Bonus Interview Transcript with Dana Pharant** (“A Dominatrix Shares How To Ignore The Naysayers And Whip Up An Irresistible Offer”)

Issue #28 (June 2019)

“10 Lessons For Coaches From My Favourite Book Of All Time”

The book *Thick Face, Black Heart* by Chin-Ning Chu has made me a lot of money over the years. In this issue, I share the 10 biggest takeaways I got from the book, and show how you can apply them to grow your coaching business!

- **Bonus Interview Transcript with Brandon Marshall** (“The ‘Spiritual Smartass Shares How To Boldly Put Your Message Out Into The World ... And Have Fun While Doing It!”)

Issue #29 (July 2019)

“How To Set Up, Sell, And Run Your Very Own Laser Coaching Program!”

Laser coaching can be a great source of revenue for your coaching business (and a lot of fun). In this issue, I pull back the curtains and show the exact process I use for my laser coaching program!

- **Bonus Interview Transcript with Lorna Johnson** (“How An Online Wizard Used Disruptive Messaging To Grow A Million Dollar Business!”).

Issue #30 (August 2019)

“How To Create Irresistible Email Subject Lines That Seize Your Prospects’ Attention With An Iron Grasp ... And Won’t Let Go!”

This issue is focused on an often-neglected part of email marketing: subject lines. It includes a breakdown of the three most important ingredients to a successful subject line and case studies of Marc’s highest-opened email subject lines (and examples from other coaches). The strategies taught can be used to get more engagement on your social media posts, too!

- **Bonus:** 135 “Controversy Triggers” that marketing master Bryan Sharpe uses to boost his engagement (give them a try!)

Issue #31 (September 2019)

“Your Warning Guide For Dirty, Rotten Tricks That Internet Marketers Use To Get Their Greedy Paws Inside Your Wallet!”

I shine a light on the various ways that Internet Marketers try to separate you from your money (and show you how you could be doing some of those same things by mistake).

Also:

- **How To Grasp More Attention For Your Content By Piggybacking Off Popular Franchises**
– Learn how to cut through the noise in the online space by using popular movie, television, and book franchises to draw eyeballs to your content.
- **Bonus:** Interesting Questions That Will Keep You From Ever Getting Stuck During An Interview.

Issue #32 (October 2019)

“Smart Coaches Know That ‘The Riches Are In The Niches!’”

This is a special issue dedicated solely to the important subject of coaching niches ... learn how to find a profitable niche you love and how to monetize it!

- **Bonus Interview Transcript with Munira Zahabi** (“Chatting About Niching With The Niche Navigator”)

Issue #33 (November 2019)

How To Do A Real-Life “Purge” To Remove Dead Weight And Add To Your Bank Account!

I walk through a process where I was able to eliminate unresponsive followers and replace them with

prospects who resonate better with my message ... this is something all coaches should do (at least once a year), but few actually do!

Also:

- **Padding Your Bank Account By Picking Fights With The “800-Pound Gorilla In The Room!”** – Learn a way to stand out from the crowd by disagreeing with others in your space (without sounding like a total jerk).
- **A Simple Script For Handling Brain Pickers** – Tired of being approached by people who want your help or advice for free? Never be at a loss again when responding to these types!
- **My “Friendly 5” Messages** – I started doing something recently that takes just a few minutes a day, but is giving me a great ROI ...

Issue #34 (December 2019)

My 2019 Year-End Review

This issue outlines what worked really well for my coaching business in 2019 (and what didn't work well), plus changes I'm making for 2020. This will give you ideas you can take and implement into your coaching business!

Issue #35 (January 2020)

How To Get More Of The Most Precious Resource On The Face Of The Earth!

Successful coaches ruthlessly protect their time, and I show how you can do the same without feeling guilty about it. Following this advice, you should be able to save at least 10 hours a week (perhaps even more ...)

Also...

- **A Little-Known Content Creation Trick That Works 365 Days Of The Year** – If you're ever stumped on what to create, this is an almost-guaranteed way to get unstuck – and all it takes is a calendar!
- **A Daily Social Media Post That Will Give You Maximum Engagement!** – I started doing a certain type of Facebook post every day, and I'm getting 10x the engagement of my other posts. Learn what it is and how you can do the same!
- **Growing Your Email List With My “Gremlin Lead Magnet” Strategy** – I took inspiration from the movie Gremlins and applied it to my business to increase the size of my email list without paying for ads. I show you how.
- **Bonus:** 8 Questions I Ask My Clients To Get Great Testimonials by Milana Leshinsky!

Issue #36 (February 2020)

The Off-The-Wall George Costanza “Hack” That Can Completely Change Your Business ... And Your Life!

Seinfeld may be called “A Show About Nothing,” but there’s a weird lesson that you can learn from the hapless George Costanza that will make a big difference in your business and your life. Try it for one week and see what happens!

Also...

- **How To Eliminate Neediness And Stop Shooting Yourself In The Foot With Prospects!** – *I teach a few quick and easy ways that you can zap away neediness so that prospects are chasing after you instead of vice-versa.*
- **The Unique, Possibly Crazy, “PayPal One Cent Strategy!”** – *I recently came across a zany email strategy that a friend of mine is using to guarantee that almost-everyone on his list opens his emails. This isn’t being done anyone else, and it takes some nerve, but if you’re looking to get those emails opened this should do the trick.*
- **Establishing Your “Ideal Client” Criteria** – *I walk through to establish the criteria around who you’ll work with, and I share mine as a small case study. You’ll also learn what my friend, Scott Paton, included on his website to attract the right clients and repel the wrong ones!*
- **Marc’s Mailbag: A Common Question About Podcasting** – *I answer the question: “Do I need to have a podcast?”*
- **Marc’s Musings** – *For the first-ever instalment of “Marc’s Musings,” I’m talking about Donald Trump’s impeachment (don’t worry, this isn’t political ranting ... it’s something that will benefit your business!)*

Issue #37 (March 2020)

The 3-Year Anniversary Issue

This was a special 3-year anniversary issue, which included:

- **How To Crank Out Seven Days Of Content In Just One Sitting (Without Pulling Your Hair Out!)** – *This is a case study that shows how I created a week’s worth of content in a very short period of time, and how you can do the same for your business. If you’re struggling with content creation you need to read this!*
- **The Real Problem With “Over-batching”** – *I’m a proponent of batching content creation, but some coaches are making a big mistake with their batching ...*
- **What University Taught Me About Creating My Perfect Week** – *Way back in my university days I did something with my class schedule that I decided to apply to my coaching business – with great results!*

- **What The Experts Get Wrong When They Tell Coaches To Be “More Authentic”** – Want to learn the right and wrong way of “being authentic?” Read on ...
- **Marc’s Musings** – I share an experience that recently happened to me with a “wolf in sheep’s clothing,” and three lessons that I took from it!

Issue #38 (April 2020)

How To Create, Sell, and Run a Successful Mastermind Group!

If you want to build predictable, recurring revenue for your coaching business this issue takes subscribers behind the scenes to show everything I’m doing with my Coaching Jungle Mastermind groups.

Issue #39 (May 2020)

How To Shoot Your Productivity Through The Roof (Even During A Global Pandemic!)

I pull back the curtains and show how I’ve managed to increase my productivity during the COVID-19 situation. If you feel like you aren’t getting enough done, you’ll want to soak this in!

Also...

- **Developing A Stronger Bond And Growing The Engagement In Your Online Community By Doing “Fingertip Networking Events”** – I partnered with Shelly Yorgesen on a special event inside my Facebook group, and I show what we did for it (and how you can do the same for yours).
- **How To Pivot And Use A Global Pandemic To Market Your Business** – COVID hit right at the time I was set to promote something for a partner, but I was able to swivel and incorporate that event into the promotion (in a non-slimey way). I share what I did and the exact email from it.
- **The One Time That Beating People Over The Head Is In Their Best Interest!** – Eben Pagan did something interesting in one of his books, and I’d recommend giving it a try in your content and promotions.
- **Marc’s Musings** – I share a question that I got from a customer of mine about email swipe files, and the answer I gave him since he’s not the only one struggling with email marketing.
- **Bonus Interview Transcript with Shelly Yorgesen** – “The Ins and Outs of Fingertip Networking Events!”

Issue #40 (June 2020)

A Handy, Dandy Guide To Starting, Running, and Monetizing A Podcast!

If you've ever wanted to have your own podcast to bring clients and customers into your coaching business, this guide will show you everything you need to know to do it ...

Issue # 41 (July 2020)

How To Bring Previously Missing Bonus Revenue Into Your Coaching Business With a "Super Partner!"

I recently brought a "Super Partner" on board with my business, and I share how you can set up and sell a similar partnership to bring a lot of extra revenue into your bank account!

Also ...

- **Solving The Usual Roadblocks Around Choosing A Niche** – I show a "weird" way of choosing a niche that will let you avoid the usual pitfalls that gets so many coaches get stuck.
- **Business Lessons From Captain Jack Sparrow?!** – My son and I have been watching the Pirates of the Caribbean movies, and (believe it or not) there are important business lessons that you can take from Johnny Depp's famous scoundrel captain, Jack Sparrow.
- **Marc's Musings** – In this month's Marc's Musings, I give my two cents on how you can avoid the dumpster fire of distraction that is the news and social media!

Issue # 42 (August 2020)

3 Things You Can Do Today To Get Booked On More Podcasts (And That Won't Even Cost You A Penny!)

Learn a couple of little secrets I use to get my foot in the door and booked to be a guest on other people's podcasts.

Also ...

- **Using "The FAQ Method" To Fill Your Content Creation Calendar** – If you're struggling with coming up with content to share, this method will help you easily fill a week (or even months) or your content calendar!
- **Introducing The "Million Dollar Briefcase" Mental Trick** – This little trick will help blast away any procrastination you're having.
- **What Coaches Can Learn From Cheesy Pickup Artists** – There are lessons to be learned from the world of pick up artists. Take these and apply them to get more business coming in.

- **Marc's Musings** – In this month's Marc's Musings, I talk about a strange experience I had at a local movie theatre recently that can serve as a helpful reminder for coaches as they grow their businesses.

Issue #43 (September 2020)

10 Rules I Religiously Follow To Pad My Bank Account And Sleep Like a Baby Every Night!

In this issue, I talk about 10 rules I've learned and follow to keep my business on track. I've etched them into my brain, and never waver on them!

- **Marc's Musings** – this month's Marc's Musings is all about becoming a dictator in your business (but a good dictator, not a bad one!)

Issue #44 (October 2020)

Frightened To Raise Your Coaching Fees?

For Halloween month, I tackle something that scares a lot of coaches – price increases! Learn how to increase your fees without fear or hesitation!

Also ...

- **9 Life (and Business) Lessons From The Late, Great Bruce Lee** - I share 9 key lessons I've learned from studying the life of Bruce Lee (these have nothing to do with martial arts by the way).
- **Marc's Musings** – I make a public declaration to keep me accountable for a goal (not a bad strategy for you to put into action ...).

Issue #45 (November 2020)

How To Be Like Thanos And Eliminate Any And All Competition With The Snap Of Your Fingers!

It's possible to get rid of all of your competition quickly. Sound crazy? Read this to find out about ...

- **Building a Movement Instead of Business** - One of my partners has done an excellent job of movement-building, and I'm going to show you how they did it ... you can do the same!
- **James Altucher's Idea Machine Practice** - Here's an exercise that will get your idea juices flowing ... I even provide a bunch of prompts so you won't get stuck!
- **You Can't Do Business While In Hiding** - I give my advice around a common conundrum for

coaches: How do you build your coaching business while working a 9-to-5 job on the side?

- **Marc's Musings** - For this month's "Marc's Musings" I share a post that my friend Dennis Demori made and that should be tattooed on the brains of all coaches!

Issue #46 (December 2020)

My 2020 Year-End Review!

I give my annual summary for how 2020 was for my business: the good, the bad, and the ugly. Includes the changes I saw in the coaching world in the previous 12 months and my predictions and plans for 2021. This issue also includes the top 10 books I read in 2020 (with a golden nugget that I got from each), and in my "Marc's Musings" section I give my advice for what to do when presented with the latest hot social media platform that people say you "have" to be on!

Issue #47 (January 2021)

Marc Takes Off His Rose-Coloured Glasses With "The Negative Issue!"

This issue was me venting about what drives me nuts in the coaching world – but in a way that it'll be a positive by knowing to avoid doing this stuff! Included inside:

- **My 17 Biggest Pet Peeves About The Coaching World.**
- **The Surprising Benefits of Anger!!!** – Anger can be used for good, and I show how ...
- **A Unique Idea For Using "Negative Motivation" To Encourage Action From Your Clients** – I share an idea and advice that I gave one of my mastermind members who was pulling his hair out over a client who wasn't doing what he was supposed to be doing (if you have some of these clients, give it a try!).
- **Marc's Musings** – This month's Marc's Musings is a quick and dirty one about Bob Newhart!
- **Bonus Interview Transcript with Robert Garcia** – How To Spot The Fake Gurus In The Online World ... And Avoid Being Burned By Them!

Issue #48 (February 2021)

The Most Important "Superpower" That A Coach Can Possess ... And How You Can Build It!

This issue was dedicated to the topic of consistency and showed how I released 700 episodes of my podcast, emailed my list for almost 1800 consecutive days, and published 48 monthly issues of Secret Coach Club. I've also included contributions from 10 super-successful coaches and online entrepreneurs who shared how they've been able to remain consistent, so you can take their tricks and apply them to your own business!

Issue #49 (March 2021)

The Milestone Issue: Lessons From 4 Years Of This Newsletter, 700 Podcast Episodes, And Growing A 20,000 Member Facebook Group!

Experience can be invaluable, and to celebrate the four-year anniversary of Secret Coach Club, I share the key things that I learned from publishing this newsletter, and also include what I learned from 700 podcast episodes, and how I grew The Coaching Jungle Facebook group to 20,000 members.

Issue #50 (April 2021)

Walter White's Guide to Wielding – and Maintaining – POWER!

Breaking Bad is one of my favourite series of all time, and Walter White/Heisenberg is one of my favourite characters too. Walt did three important things to go from meek high school science teacher to a powerful drug kingpin, and I tell you what they are so can do the same (but for more positive purposes!)

Also:

- **A Simple “Location” Trick To Instantly Build Rapport With Anyone!** – since 2014 I've done 1000s of Zoom calls and podcast interviews with people, and I do something on all of them that instantly builds rapport and the likelihood that we'll do business together. Learn all about it here ...
- **Marc's Musings** – a podcast that I recently stopped listening to made a fatal mistake that cost her a listener and insured the death of her show. Read this to avoid the same mistake!

Issue #51 (May 2021)

Listen Up As Marc Shares (For The First Time Ever) His ... BRAIN PICKER SURVIVAL GUIDE!

In my opinion, the most dangerous question that any coach can be asked is “Can I pick your brain?” If you want to avoid losing valuable time, money and mental energy to brainpickers than you'll want to arm yourself with this guide – which outlines five rules (and scripts) you can use to defend yourself!

Issue #52 (June 2021)

Gather 'Round For The First Ever "Marc's Mailbag" Issue!

For this issue, I reach into my mailbag and answer a bunch of questions that I've been asked, included:

- Should I maintain separate email lists, or go with one main one?
- What does your journaling process look like?
- Should I offer discounted rates while building my coaching business?
- What rates should I charge *returning* clients?
- How should I handle a client who breaks a signed coaching contract?
- Do I need to be an expert in the niche that I coach people in?
- What's the best way to find CEO's and executives who are willing to hire a coach?
- How can I beat 'Writer's Block'?
- What are your favourite books on productivity?
- What's the one habit that made the most difference when growing your coaching business?
- What's your opinion on quizzes as a coach's freebie, and what kind of quiz should you do?
- How do you run your discovery calls?
- Do you agree or disagree with coaches having money-back-guarantees?
- What's a quote that you live by?

Issue #53 (July 2021)

Want More Clients And Less Stress? Then, KISS (Keep It Simple, Stupid)!

A major mistake I see coaches make: they over-complicated things! This issue is all about keeping your day-to-day activities simple so you can make more sales. Also included is a KISS morning routine, a KISS content creation method, a KISS approach to social media, and a cool KISS business card design.

Also:

- **How To Recover If The Tech Gods Erase Your Online Existence!** – a friend of the newsletter, Rob Garcia, went through a scary experience where his Facebook account was killed (with no warning!) ... but he didn't cry in his pillow or wallow in self-pity, he took action to quickly re-build and you'll learn what he did.
- **Marc's Musings** – I explain why I no longer accept invites to speak on online summits!

Issue #54 (August 2021)

Lessons Learned From Stan "The Man" Lee!

Stan Lee from Marvel Comics is one of my inspirations, given the crazy amount of content he was able to produce and the impact he had on his industry and on pop culture. In this issue, I give seven lessons you can take from Lee and use to grow your coaching business. Excelsior!

It's Time For "Marc's Mailbag" ... Part Two!

I had so many questions that I couldn't get to in the first Marc's Mailbag issue in June 2021 that I answer more this month, including:

- Is there an aversion against marketing and sales in the coaching industry?
- Do coaches have to spend money to make money?
- At what point in the process does your prospect learn the price of your offer? Why at that point?
- Is it possible for coaches to have a four-day work-week?
- What types of clients do you find easiest to coach?
- What do you do when your client has 'nothing to coach on' just a few minutes into a session?
- What is your refund policy? How do you deal with clients who want to terminate the contract?
- Someone pays for your coaching program, and they don't do the work. Are you OK with it?
- Do you see the number of 1:1 calls as the primary factor for evaluating your price point?
- How big is your email list? What's your selling strategy?
- Is the coaching industry strangely obsessed with money?
- Do any coaches still work a 9-to-5 job?
- What's your answer to the question 'Sell me this pen'?
- Do you cancel coaching sessions when you feel off mentally?
- Do you have clients of your mastermind sign an NDA (Non-Disclosure Agreement) to protect the sensitive info that everyone is sharing? (spoiler alert: my answer is "yes", and I give the exact wording of my NDA here ...)
- What are the three most sought-after attributes you look for when expanding your team?
- Who's on your "Dream 100" list and how did you come up with the names?
- How do you spend your weekends? How much do you work?
- Do you recommend doing a print newsletter? Who handles the printing and everything for yours?
- What are 3 facts that not many people know about you?

How To Fix SCARY Problems In Your Coaching Business!

In honour of Halloween, I dedicate this month's issue to tackling a number of scaring problems, including:

- I messed up!
- I'm afraid to take the filter off!
- The online mob is coming after me!
- People are trying to take my identity online!
- I've got my rent/mortgage, car payment, etc due next week and I have no money!
- I don't know how much to charge for my coaching!
- I don't know what my coaching niche should be!
- I'm trapped in a funk!
- I'm dealing with the client from Hell!
- I have an unresponsive email list!

Issue #57 (November 2021)

How To Use “Newsjacking” For Content Ideas ... And To Grab More Business!

I’m not a big fan of the media, with its twisting of facts to fit its narrative and its adherence to “If it bleeds, it leads”, but there’s some good that can come from the news!

In this issue, I show how you can “newsjack” media stories to benefit your business. I include a number of real life sample emails I’ve written, plus ones I would write for real news stories from various niches (business, health, and relationships).

Also:

- **How To Build Good Karma For New Business Opportunities!** – What goes around comes around, and here’s how one person got on my radar and got to be a guest on my podcast.
- **A Common Booking Issue (And What You Can Do To Protect Yourself)** – I’m often hit with an issue around call bookings, and I share how I handle it in case you’re dealing with the same (if you haven’t encountered it yet, be patient ... it’ll happen to you eventually!)
- **Lessons From “The Storyteller” by Dave Grohl** – I read the autobiography from the Foo Fighters lead singer and pulled four golden nuggets from it that you can apply to your coaching business!

Issue #58 (December 2021)

My 2021 Year-End Review!

This issue is another one of my annual summaries for the year, where I look at what went right and what went wrong for my business in the previous 12 months, plus give my top five performing email subject lines (by open rate), lessons learned in 2021 (including: take time to stop and think, curve-balls are inevitable, tighten your agreements, assume everyone online is full of crap until they prove otherwise, stick to your “rules”), and the top 10 books I read this year.

Issue #59 (January 2022)

Introducing Marc’s Battle-Tested, Tried-and-True, Works-Like-A-Charm Content Creation Playbook!

This issue goes deep into a revenue-generating superpower that few coaches possess: creating consistent content! I share the exact process for how I’ve created consistent, revenue-generating content every day since 2014. No more guesswork, just follow my steps and watch the results roll in!

Issue #60 (February 2022)

Answer a “Basic,” But Essential, Question: What The Heck is Coaching?!

A Secret Coach Club subscriber used her email brain-picking privileges to ask me: “What is ‘coaching’ exactly? I’m getting different answers from everyone!”, so I give my answer in this issue.

Also:

- **How To Weed Bad Apples Out Of Your Facebook Group** – When building a Facebook group you’re going to have some bad apples in there – people who are only out for their own gain and who use sketchy methods to poach from your group. If these folks block you on Facebook you won’t be able to see what they’re doing on the group wall – so I give three ways to solve this problem!
- **Bill Pratt’s Flex Coaching Model** – I outline how you can set up a unique coaching package that Bill has run with a lot of success (including five advantages of this model!)
- **How To Explain What You Do For a Living** – A past guest of my podcast, Steve Sims, gave one of the best answers I’ve ever heard around this!
- **The Amazing Power of Curiosity** – The human brain hates to not know things, and I show how you can use this to your advantage with your content!
- **Marc’s Musings** – Learn a simple way to improve your state of mind, give you more energy, and make you much more productive with your business!

Issue #61 (March 2022)

Quitting Can Be A Good Thing ... Believe It Or Not!

As entrepreneurs, we have it burned into our brains to never quit - but I’m more nuanced on this topic. In this issue I show why sometimes quitting is the right move for your sanity ... and your bank account!

Also:

- **How You Pay Attention To The Little Things Says A Lot About Your Chances of Success** – What do M&M’s have to do with success? And how do they apply to coaches? Read this and you’ll know why!
- **The Peculiar Positives of Polarizing For Profit** – Although it’s not fun to deal with criticism, coaches have to get comfortable embracing it and with throwing gasoline on the fire to increase engagement (and sales)!
- **Marc’s Musings** – I talk about the power of Elvis’ “TCB” motto, and a lesson from the late, great Gary Halbert ...

Issue #62 (April 2022)

Avoiding The Danger That Comes With Putting All of Your Eggs In One Basket!

You're in danger if you rely on just one revenue source, as Brian Campbell and the founder of the Pet Rock discovered!

Also:

- **How To Push Your Message Out Into The World Fearlessly ... Without Hesitation or Apology!**
- **Using the Power of Stories to Fatten Your Wallet!** – Humans love stories, and by sprinkling more of them into your content you'll make more sales. You'll learn how to do that here
- **Why You MUST Use Numbers in Your Copy as Often as Possible!** – I give examples for how you can make your copy more credible by adding actual numbers instead of vague statements ...
- **Marc's Musings** – Here are a few (free) tips for how you can get booked to be a guest on more shows!

Issue #63 (May 2022)

7 Lessons From The Life of "The King of Rock and Roll!"

Coaches can learn a lot from Elvis Presley, and I give those lessons in this issue!

- **A Blunt But Effective Way to Handle Annoying Cold DMs** – Tired of the daily barrage of unsolicited direct messages from strangers? Follow my advice to deal with them (I also include an awesome strategy used by Tracy Phillips that works very well!).

Issue #64 (June 2022)

Special Birthday "Best of Secret Coach Club" Issue!

Since June is my birthday month, I decided to do something special to celebrate and made this month's issue a double-sized one where I include the best articles from the first 63 issues of Secret Coach Club and compile them in one place for you to consume and profit from! In this issue:

- How You Feel About This Five-Letter Word Will Determine The Success of Your Coaching Business (From Issue #1, March 2017)
- How To Eliminate Neediness And Stop Shooting Yourself In The Foot With Prospects (From Issue #36, February 2020)
- Introducing The "Million Dollar Briefcase" Mental Trick (From Issue #42, August 2020)
- Pulling Prodigious Profits From Playing Private Investigator (From Issue #1, March 2017)

- How I Use “The Last Ten Test” To Draw Potential Clients To Me (From Issue #6, August 2017)
- Helpful Content Creation Tips (From Issue #59, January 2022)
- A Little-Known Content Creation Trick That Works 365 Days Of The Year (From Issue #35, January 2020)
- A Nifty Little Mental Trick To Ignite Your Content Creation (From Issue #17, July 2018)
- “The Mystery Box” Approach (From Issue #4, June 2017)
- A Valuable Lesson From Chief Clancy Wiggum (From Issue #5, July 2017)
- If You’re Having Trouble Naming Something, Try This (From Issue #1, March 2017)
- A Neat Little Trick That Will Push Time-Wasters Out Of Your Orbit And Draw Gung-Ho Clients To You (From Issue #24, February 2019)
- What Coaches Can Learn From Cheesy Pickup Artists (From Issue #42, August 2020)
- How To Use Important Dates To Get an Incredible Shot of Motivation (From Issue #9, November 2017)

Also:

- **And Finally, Some Recommended Reading** – I give 20 books that I think every coach should read!

Issue #65 (July 2022)

Marc’s Guide To Growing, Engaging, and Monetizing A Successful Facebook Group!

I share the strategies that I used to grow my Facebook group, The Coaching Jungle, to well over 20,000 members (without spending a penny on ads)! Includes creating your Facebook group, growing the group, increasing engagement in the group, monetizing your group, and a Facebook groups FAQ!

Issue #66 (August 2022)

How The Heck Do You Get More Podcast Interview Bookings? Read On For The Answer ...

Want to get booked as a guest to be on 50, 100, or more podcasts per year (without spending a penny or paying a booking agency)? This will show you how!

Also:

- **How To Handle Freebie Seekers** – While doing business online, it’s inevitable to come across freebie seekers (or as I call them, “freeple” and ”cheaple”). While you’ll never be able to purge 100% of them from your world, I give three ways to dramatically reduce that number.
- **Focus On What You CAN Control, Not on What You CAN’T Control.**
- **Don’t Wait!** – I share a story about a guy I recently met at a virtual networking event, and a

big mistake I kept him from making (and hope to save you from making as well).

- **Marc's Musings** – while I often talk about non-fiction books that I think coaches should read, this month I mix it up and give two fiction books you should check out ...

Issue #67 (September 2022)

Marc's Guide To Launching, Running, And Monetizing A Podcast!

If you're planning to start your own podcast, you'll want to check out this issue where I share everything I've learned from doing almost 800 podcast episodes!

Also:

- **Marc's Musings** – if there's one book that podcast hosts need to read to improve their interview skills, it's " _____ " (you'll have to read this issue to find out which one!).

Issue #68 (October 2022)

How To Get More Subscribers To Open Your Emails (And Buy From You)!

This month is all about email marketing, and how to get better results from your emails. In this issue you'll see the subject lines of my 10 highest-opened emails of 2022 and a breakdown of why each of them did so well.

Also:

- **Using Controversial Words To Get Of Your Emails Opened** – Learn the 135 words to insert into your subject lines that almost guarantee your subscribers will open and read them! (Thanks to Bryan Sharpe for this list!).
- **Getting Them Engaged To Increase Your Open Rates** – Learn a simple trick, used by Positive Psychology and other email marketers to dramatically bump up the number of opens you get with each mailing!
- **Getting Them To "Click" A Link To Increase Your Open Rates** – A friend of the newsletter, Dennis Demori, answers a few common questions around increasing open rates.
- **Using The Power of Stories To Build The Relationship With Your Subscribers.**
- **Bonus! A Chat With Tom Ruwitch About Storytelling And Email Marketing** – You'll get the transcript of an interview I did with Tom Ruwitch around inserting more stories into your content ...
- **Marc's Musings** – This month I hit back at a common declaration I hear in the online space:

“Email is dead!” (No, it’s not ... here’s why!)

Issue #69 (November 2022)

The REAL Cure For A Light Wallet!

Bummed out by record-high inflation and the current state of the economy? I share the best two things that coaches can do to fatten their wallets and protect themselves during times of uncertainty ...

Also:

- **Why You Should Challenge, or Even Shame, Your Clients!** – You aren’t doing your clients any favours by holding back to protect their feelings ... call them out on their excuses!
- **You Aren’t Obligated to Answer Every Message You Receive!**
- **How To Get Past Overthinking From a World-Class Golf Coach** – If you’re stuck ruminating and procrastinating, you need to hear this tip from Dr. Bob Rotella.
- **A Counter-Intuitive, Non-Traditional Way To Market Your Coaching Packages!** – Do this and you’ll stick out like a sore thumb in your market.
- **Should You Pay For Referrals? (My Two Cents)** – I’ve had a lot of coaches asking me if they should pay for referrals, and here’s my honest answer!

Issue #70 (December 2022)

My 2022 Year-End Review!

I share the good and the bad for my business in 2022, the top 10 books I read for the year (along with a golden nugget from each of them), and the year’s top episodes of the *Natural Born Coaches* podcast. Also included are contributions from coaching friends sharing their biggest lessons from the previous 365 days (Erik K Johnson, Anza Goodbar, Lauren Clemett, Ray Wood, Jennifer Harshman and Davey Williams).

Issue #71 (January 2023)

So You Have A New Coaching Client ... Now What?!

This issue focused on what to do after you enroll a new coaching client. I share the exact onboarding system I use with my clients, and five coaching friends (Dave Barnett, Gabe Arnold, Donnie DeSanti, Morgan Danielle, Christopher Borghese) give theirs as well. Finally, you’ll see an overview of the client system I use, ClientFol.io, and give the transcript of an interview I did with its founder Mitch Russo.

- **Marc's Musings** – this month I'm talking about a lesson around time management from Dan Kennedy!

Issue #72 (February 2023)

This issue is all about the tools that I use in the day-to-day running of my business – my online calendar, payment processors, agreements, website developers, email marketing provider, podcast resources, print newsletter stuff, communication tools for clients/partners, and more.

Also:

- **Hate is Heat, And Heat is Good** – I show how you can turn online criticism to your advantage (and make more sales from it)!
- **How To Really Get What You Want In Business Nowadays** – here's how I've been able to line up interviews and partnerships with some big names in the coaching space, and how you can do the same ...
- **10 Must-Watch Movies For Any Coach (And Entrepreneur!)** – there are certain movies that get my entrepreneurial juices flowing, and here they are!

Issue #73 (March 2023)

The Secret Coach Club Six-Year Anniversary Issue!

The six-year anniversary of the newsletter touched on a number of topics, including:

- **How To Use "The Directory Approach" To Get More Hot, Qualified Prospects In Your Pipeline!** - One of the big challenges that coaches have is connecting with their ideal clients, and I share a unique method that I use with clients of mine that works really well to solve this problem!
- **What's Your "Why"???** - Want to supercharge your results? Discover your "why"! I talk about mine, and what a past client discovered about his when we starting digging in ...
- **What To Do When You're In A Funk** - Regardless of how motivated you are, it's inevitable for entrepreneurs to have bad days. I share my advice for getting past these low times and getting some momentum going.
- **The Underrated Value of the Post-Interview Chat** - Those who leave a podcast interview immediately once the recording stops are missing a great opportunity to grow their business! Learn more here in this month's issue ...
- **A Friend Shares His Tip For Taking A Social Media Diet** - If you're finding yourself stuck to your screen, learn a practice that a super-successful friend of mine starting doing to solve this problem. Give it a try and see what it can do for you!

- **Marc's Musings** – this month, I talk about the need to constantly evolve to keep things fresh (and profitable), including some lessons from professional wrestlers like Hulk Hogan and Stone Cold Steve Austin!
- **Bonus: "CHATGPT Expert Spills The Beans On The Hottest Tool Out There For Coaches At The Moment!"** – Here's the transcript of an exclusive interview I did with Owen Video that's only for Secret Coach Club members, where he gives lots of great insider advice on how to use ChatGPT to get more clients coming in!