URL: [http://CertifiedMarketingPlanner.com](http://certifiedmarketingplanner.com)

**Text**:

What makes the greatest coaches stand out?

Most coaches would say things like:

☑️ Their certifications → A.K.A the letters after their name

☑️ The results they have with their current and past clients

☑️ The amount of money they make

☑️ The amount of clients they have

These are kind of true, but any coach who stays focused on any of these will just keep crashing every time they try to grow their business.

Why?

Because they’re results, your actions cannot do anything directly to influence these.

They exist because of something else you did.

And our students are shocked when we tell them what really makes coaches stand out.

Ready to know what it is?

It’s Status.

Meaning: the Status you have in your client’s eyes.

And more important than that, the Status you have on your client’s eyes before he or she hires you.

You get Status in the marketplace from doing certain things in a certain order.

Do things right, and you’ll look like God to your clients.

Mess them up, and you’ll look like a bad wannabe.

This brings up the question though...how do you get Status?

There’s a long way to do this, which would need a longer conversation.

However, we’ve created a shortcut, and it involves doing marketing the right way, so you position yourself as an expert in front of your client’s eyes.

It’s simpler than you think, and we show you how to do it in our Certified Marketing Planner Training Program.

[http://certifiedmarketingplanner.com](http://certifiedmarketingplanner.com/)

For only $ 37 you’ll have access to the most complete marketing training for coaches, so you can develop Status in front of your client’s (and potential clients).

But don’t just stay here reading this, go and get it now.

[http://certifiedmarketingplanner.com](http://certifiedmarketingplanner.com/)

**Headline**:

The missing link in most coaches’ careers?

**Image Ideas**:

2 short chains, one besides the other, with a missing link.