

Sell Your Message

FROM FEWER TO MORE CLIENTS ON
SOCIAL MEDIA



FREE E-BOOK

by Digital Business & Visibility Coach
Iwan Koenderman voor ambitieuze coaches en
creatieve ondernemers
[online business coach](#)

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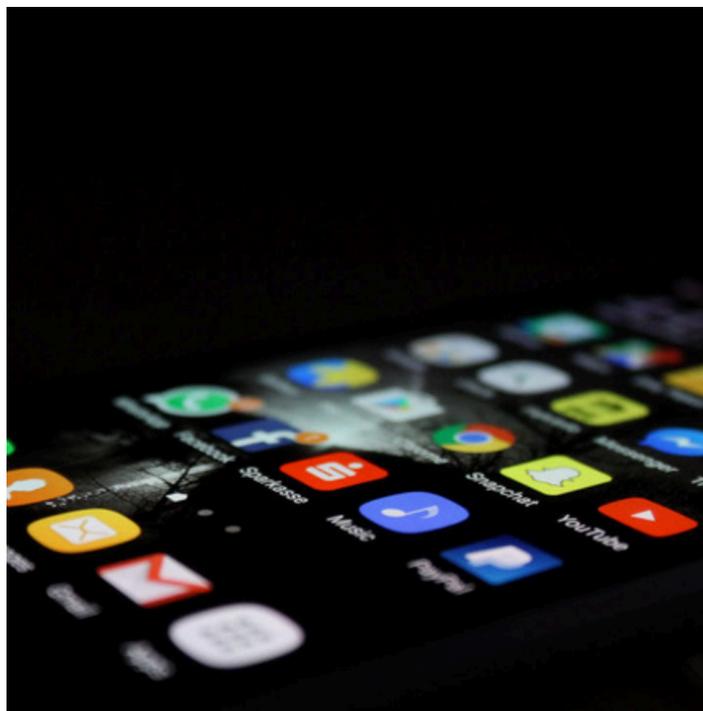
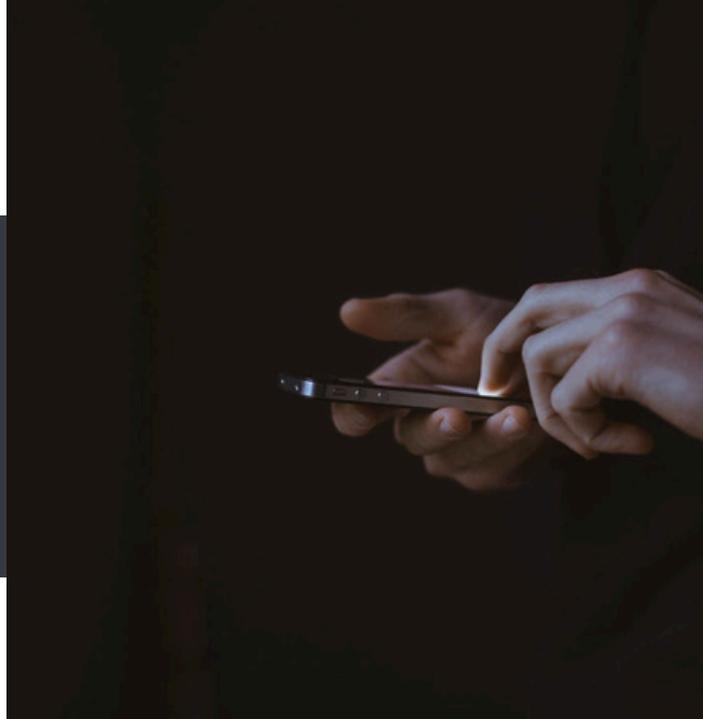
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BY BEING MORE VISIBLE ONLINE

FOR AMBITIOUS COACHES AND
CREATIVE ENTREPRENEURS WHO WANT
TO BE VISIBLE ONLINE AND ATTRACT
CLIENTS

Do you want to get more clients online but
don't know where to start?

In this e-book, you will discover a 5-step
strategy that helps you sharpen your
message and become visible on social media,
without spending hours posting.

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**HELLO,
I'M**

**IWAN
KOENDERMAN**

I help ambitious coaches translate their message into a clear social media strategy. With my approach, you gain insight, structure, and inspiration to claim your expert status and attract more clients.



MY EXPERIENCE!

- Over 14 years of experience in a family business (where I set up online marketing and social media)
- Helped increase visibility and customer results, even during times of crisis
- My mission: to help coaches like you grow without wasting time.



WHY VISIBILITY IS MORE IMPORTANT THAN EVER

The online world is changing fast. AI tools make it easier than ever to produce content, but that also means: more content, more competition, and more noise.

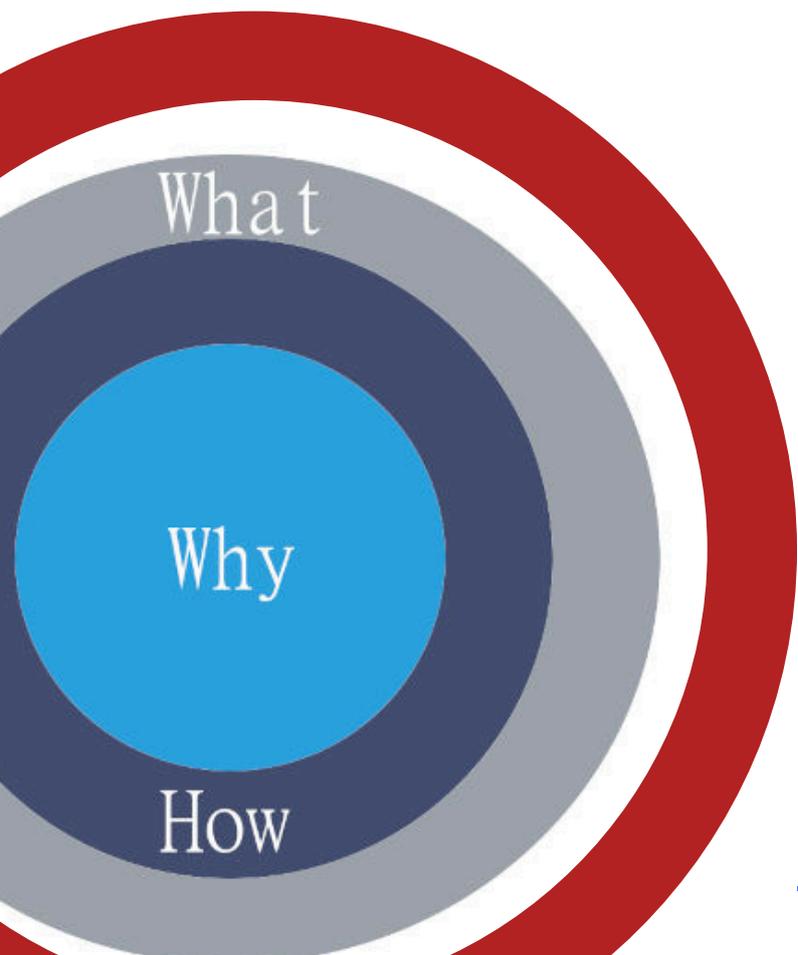
Coaches who are actively and authentically visible stand out. Those who are not visible get left behind

A strong message and a community where you truly reach people make the difference.



STEP 1 FIND YOUR WHY

DISCOVER WHY YOUR MESSAGE IS UNIQUE. YOUR WHY, AS DESCRIBED BY SIMON SINEK IN HIS GOLDEN CIRCLE: THE DRIVING FORCE BEHIND WHAT YOU DO, THE REASON YOUR BUSINESS EXISTS.



By clarifying your WHY, your message becomes authentic and distinctive. This helps you stand out to your ideal client.

STEP 2 MAKE YOUR MESSAGE VISIBLE

**MAKE SURE YOUR IDEAL CLIENT CAN
FIND YOU ONLINE.**

A clear website and social media profile are your digital storefront. Small adjustments can already make a big difference.



**NOW MORE THAN
EVER, BECAUSE
WHILE AI PRODUCES
LARGE AMOUNTS OF
CONTENT, ONLY THE
MOST VISIBLE
COACHES STAND
OUT.**

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STEP 3 ATTRACT ATTENTION WITH A STRATEGY THAT FITS YOU

**CHOOSE A WAY TO SPREAD YOUR
MESSAGE THAT MATCHES YOUR STYLE
AND ENERGY.**



**Consistency and
relevance are essential.
A strategy helps you
stand out, build
relationships, and
claim your expert
status.**

STEP 4 CONVERT ONLINE VISITORS INTO CLIENTS

LEARN HOW TO TURN ONLINE
INTEREST INTO REAL CLIENTS.

Timing, trust, and clear actions are essential here. People increasingly choose authentic interaction, especially now that AI can generate a lot of standard content.



STEP 5 CREATE SATISFIED CLIENTS AND AMBASSADORS

**SATISFIED CLIENTS LEAD TO NEW
CLIENTS AND MORE VISIBILITY.**

**SMALL GESTURES,
QUICK RESPONSES,
AND ATTENTION TO
EXISTING CLIENTS
MAKE THE
DIFFERENCE. BUILD A
COMMUNITY OF
AMBASSADORS WHO
SPREAD YOUR
MESSAGE FURTHER.**



TIP FOLLOW ME ON SOCIAL MEDIA

Facebook: <https://www.facebook.com/IwanKoendermancoach01>

LinkedIn: <https://www.linkedin.com/in/iwan-koenderman-623b7133/>

Instagram: https://www.instagram.com/iwan_koenderman/