

# How to Attract New Generations to Coaching

In the [2016 ICF Global Coaching Study](#), very interesting data was collected pertaining to demographics of professional coaching clients.

Sixty percent of clients are younger than 45, *but only 5 percent of them are younger than 25 years.*

The largest group of clients is between 35 and 54 years, according to the study.

**This shows that we have an excellent opportunity to bring us closer to younger generations.**

The point of inflection as coaches is that if we approach new generations with the same tools and in the same way that we do with the average age of 35-54 years, we will not have the same effectiveness of capture.

**Here are five tips to get closer to the new generations:**

## 1. GENERATION OF CONTENT

In today's world, young people are accustomed to unlimited access to information on the internet and for free. The same information can be found in image format, computer graphics, video, podcast and so on.

So, it is very important to offer short, free, visible content on the web.

Here are few examples:

- You can generate videos using Facebook Live to share short and precise tips.
- You can generate videos on YouTube with short and precise tips.
- You can generate infographics, which are more visual than text-only articles.
- You can generate podcasts of no more than 20-minute duration.

## 2. VISUAL QUALITY CONTENT

As I said before, the amount of information and content abounds on the internet, but that does not mean that it is of quality. It is important to have good visual quality, since the new generations are very visual and have an automatic filter (by high permanent exposure) that discards what has good quality and what does not.

If you do not have attractive, visual content, you may consider hiring a professional to create it for you. But, since today there are many easy-to-use tools, you could do it yourself.

Here are a few tools:

- [Canva](#)
- [PilktoChart](#)
- [Pixabay](#)

### **3. WRITING**

Are images important? Yes. And the writing? Obviously, that too.

Stories: Young people *love* stories; just look at the explosion of TED talks. From antiquity, information has been shared in the form of stories and storytelling. Stories are things that always existed and that capture the attention of young people. The brain prefers stories rather than abstract ideas and direct sales.

For example: Create a brief story (not very long) on your blog and download a photo from Pixabay to accompany it. List your services at the end of it.

### **4. GIVE INFORMATION**

*To sell without selling is the new way of selling to young people.*

Share information on social networks and give knowledge so young people learn what coaching is, how it works and can connect with their own examples of life through your story.

You have to make the unknown known, and they will start to buy because they will know what you offer.

### **5. SHOWING HUMANS – HUMANIZING**

We do not have to show up on social networks wearing a suit and tie all the time. Young people buy beyond what you want to sell.

Be human, be a regular person. If you want to upload images of you enjoying the day with your family, do it! If you show you are a regular person, you become more relatable and can generate empathy and closeness in the young.

Humanize, show the sport that you do without fears with this new generation, show where you traveled if you want.

### **CONCLUSION**

We have a generation that accepts coaching as a tool for personal and professional help, the effective approach depends on actions directed with ethics and good professional practice. I hope these tips help you to leave the comfort zone and take you to the next level!