

uFire

PROFESSIONAL SERVICES

Life Coach / Business Coach: **Nobody Hires a Coach From an Ad**

Coaching is discovered almost entirely through testimonials and referrals. Provo's young professional and BYU-adjacent entrepreneur community is prime territory. uFire connects you to authentic voices...

THE PROBLEM

Life Coach / Business Coach: Why Traditional Marketing Fails



Trust Barrier Is Enormous

Coaching is an intimate, high-investment service. Nobody hires a coach from a social media ad. The decision comes from seeing real transformations from people they know and trust.



Market Is Oversaturated With 'Coaches'

The coaching industry has exploded, making differentiation critical. Community testimonials from real people who've worked with you cut through the noise that generic branding cannot.



High Ticket Requires High Trust

Coaching programs range from \$2,000 to \$25,000+. At those price points, every decision is made through trusted networks — not cold advertising or cold DMs.

THE SOLUTION

How **uFire** Works

1**Recruit Local Ambassadors**

We find community members with 250–10K local followers who authentically match your life coach / business coach customer profile in Provo, UT.

2**Launch Real Content**

Ambassadors experience your life coach / business coach, create authentic posts, and share them with their local following. Real people, real content, real trust.

3**Pay Per Post**

80% of your campaign budget goes directly to ambassadors. No agency fees, no wasted clicks. Only pay when authentic content goes live.

THE NUMBERS

Life Coach / Business Coach: The ROI Case

**\$2K–
\$25K**

Average coaching program investment (90-day to annual packages)

92%

Coaching clients who hired based on referral, testimonial, or word-of-mouth

\$47.5B

Global personal development market, growing 5.1% annually

A single coaching client at \$5,000 who refers two more = \$15,000 from one community relationship. A campaign generating 6 new clients from ambassador testimonial content = \$30,000+ in program revenue from a \$600–\$1,200 investment.

uFire

Ready to Turn Your Community Into Your Marketing Team?

Join the life coach / business coach owners in Provo who are already growing through community ambassador marketing.

ufire.ai/brands/life-coach

No contracts. Pay per post. Cancel anytime. 80% to ambassadors.