

HOW TO BRAND Your Coaching Business

CHEAT SHEET

1 Brand Personality

How do you want others to perceive you and your business?

- Gain a clear understanding of your Who, your What, and your Why
- Discover your strengths and weaknesses
- Create an Anthem to serve as the tagline for your personality

2 Brand Audience

Who does your business serve?

- Survey your audience to understand what's important to them
- Identify your target audience's most common problem and/or pain point
- Create an Ideal Customer Avatar to focus your messaging and offerings

3 Brand Strategy

How can you differentiate your business?

- Determine your business niche and the value you provide
- Know your competition and how they're positioned to compete against you
- Determine how to differentiate you/your business and how best to capitalize on those differences

4 Brand Creative

How can you capture the true essence of your business?

- Confirm business objectives before creative work begins
- Determine the concept + theme of your business and Brand
- Develop a Mood Board that serves as the visual path for your Brand

5 Brand Identity

How can you create a unique identity for your business?

- Design a logo that conveys the personality of your Brand
- Determine the primary/secondary colors of your Brand
- Determine the primary/secondary typefaces of your Brand
- Identify the textures + patterns that best represent the personality of your Brand

6 Brand Social Media

How can you engage an online community to help grow your business?

- Choose three social media networks that align with your business and audience
- Create a consistent Brand message and graphic design across your social media networks
- Establish a set publishing schedule for your social media posts

7 Brand Lead Magnet

What "freebie" offer can you develop to attract more clients to your business?

- Determine a Lead Magnet (aka, free "slice" of content) to provide your audience in exchange for their opt-in email address
- Select the best and most cost effective platform to deliver your Lead Magnet
- Create and share your Lead Magnet with your target audience at every opportunity

8 Brand Opt-In Page

How can you create an irresistible opt-in opportunity to entice a potential client?

- Develop a content strategy blueprint for your Opt-In Page
- Create the copywriting for your Opt-In Page
- Finalize your Opt-In Page and deliver your Lead Magnet when a visitor provides their email address

9 Brand Web Site

How can you convert a casual "web visitor" into a paying client?

- Develop a content strategy blueprint for your Web Site
- Create the copywriting for your Web Site
- Design, develop, and launch your Web Site!