

PERSONAL BRAND COACHING WHAT TO EXPECT



01

DEFINE YOUR PERSONAL BRAND

In this step, we develop your purpose-driven personal brand including your brand story which highlights your skills, knowledge and expertise.

02

DEFINE THE AVATAR

Your avatar is the person to which you speak to when you are developing marketing content. We will also define where to find this person.

03

DEFINE THE PAIN

The "pain" is the biggest problem you are solving for your customer. This is what we will highlight in marketing.

04

CREATE AN ONLINE COACHING PROGRAM

Developing an online coaching program allows you to package your skills, knowledge and expertise, price it, and sell it.

05

CREATE A MARKETING PLAN

In this step, we will create a strategic marketing plan designed to get you leads.

06

SALES TRAINING

Worried about making sales? We train you on how to convert leads into clients!

07

5 CORE FUNCTIONS OF BUSINESS

Last, you will learn about the 5 core functions of business:

- Lead generation
- Lead nurture
- Conversion
- Delivery of product
- Retention & upsell

IGNITE YOUR BRAND INCREASE YOUR PROFIT