**Becoming You Growth Strategy: Visibility, Pipeline, and Coach Support**

**1. Becoming You for Life Coaches Vision**

* Serve as the bridge between Suzy's brand and new audiences.
* Represent Becoming You in public-facing ways that educate, inspire, and attract aligned future coaches and clients.
* Create Becoming You Life Coach pathway

**2. Visibility & Awareness Strategy**

*Social Media*

* Create content series focused on relatable applications of the Four Horsemen, AOT, and values alignment.
* Facilitate "Coach's POV" Instagram takeovers: BY-certified coaches share how they apply the method with clients.
* Post weekly polls and real-life scenario stories related to values conflict and decision-making.

*Podcast & Media Appearances*

* Appear as a guest on aligned podcasts to share Becoming You stories and principles (e.g., Expanded Podcast etc.).
* Pitch Suzy and BY-certified coaches as guests for high-visibility podcast appearances to promote the certification and thought leadership.
* Create short-form audio or video clips from Suzy’s live coaching, values teachings, or client success stories.

*Newsletters*

* Develop a "Coach Spotlight" monthly segment for Suzy's newsletter highlighting certified coach journeys.
* Feature real-life values dilemmas and short coaching reflections written by mentors like myself.
* Add a recurring "Ask a Mentor Coach" section to address reader questions using BY principles.

*YouTube and Short-form Video*

* Launch a "BY Bites" YouTube Shorts or Reels series: 30–60-second clips explaining one tool, value, or example.
* Post testimonial clips or values coaching scenarios using edited client success stories (with consent).

**3. Building the Life Coach Pipeline**

*Lead Generation & Discovery*

* Host free monthly live masterclasses and Q&A events focused on values clarity and the Four Horsemen.
* Develop a "Discover Your AOT" quiz or free tool that ends in a CTA to explore certification.
* Co-create content collaborations with aligned coaching brands and platforms to tap new audiences.

*Enrollment Nurture & Conversion*

* Share case studies on social media and newsletters highlighting success stories of coaches and clients.
* Produce reels or written posts of testimonials describing how BY changed their personal or professional life.
* Host live info sessions co-led by Suzy and me (or other mentor coaches) to walk through certification benefits and real-life applications.
* Run monthly "Is Becoming You Coaching Right for You?" events for warm leads.

**4. Post-Certification Coach Support**

*Mentorship Structure*

* Lead mentor groups for new coaches to build confidence, refine delivery, and support implementation.
* Host quarterly BY Coaching Circles: small peer groups led by mentor coaches for accountability and community.
* Offer advanced workshops or micro-trainings (e.g., "Coaching the Four Horsemen," "Facilitating the AOT with Clients").

*Tools & Resources*

* Develop a resource library for certified coaches (sample coaching prompts, values conflict examples, session scripts).
* Help build or white-label a client dashboard (based on my Self Inventory Lab model) for BY coaches to use with clients.
* Create Airtable-based client tracking templates and automated reporting tools with Gerard Martelly

**5. Expanding Suzy's Visibility Through Coaching**

* Co-lead retreats, intensives, or workshops where Suzy is featured or promoted as the creator of the methodology.
* Pitch Suzy and/or certified coaches for conferences, live events, and group facilitation opportunities.

**6. Heather’s Ideal Role in Scaling Becoming You**

* Master Coach within the Becoming You ecosystem: provide post-certification mentorship, facilitate advanced integration sessions, and support new coaches in deepening their delivery of the methodology.
* Influencer & Lead Generator: Use visibility and trust with my audience to attract new aligned prospects.
* Strategic Partner: Help build the continuum from certification to full-time coaching success.
* Suzy Welch’s trusted hand-off: Provide values-based inner work and coaching to clients working through the Four Horsemen and 10/10/10.
* Strategic Contributor: Support the Becoming You brand with content strategy, capability development, and visibility planning to increase enrollment and public impact.