This worksheet will bring further clarity around who you are, what you stand for and how to leverage all of that in order to further build and grow your coaching practice. Enjoy this incredible opportunity to bring clarity and vision around your own personal brand so that you can attract the people you choose to serve and demonstrate how best you can serve them as their coach.

**5-Step Process to Defining Your Personal Brand**

1. Know Your Starting Point: How are you currently perceived?
2. Distinguish Yourself: How are you different from everyone else?
3. Build Your Brand: Craft the statement & supporting points.
4. Test Your Brand: Get feedback from your ideal customers and refine.
5. Live Your Brand: Use social media, business card, podcasts, videos, etc.

**Step 1: Know Your Starting Point**

1. What’s my emotional appeal?
   1. How do clients benefit from working with me?
   2. How do fellow coaches/partners benefit from working with me?
   3. How do I make people feel?
   4. What words do others use to describe me?

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1. Determine:
   1. What kind of coach am I?
   2. What industry needs me the most (or do I want to be in)?
   3. What are the words I would use to describe the kind of work I do?
   4. Who is my ideal client? What do they need from me most?

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1. Describe my role as a coach:
   1. How do I help remove barriers and create breakthroughs?
   2. What specific services do I have to offer people / companies?
   3. What do I do that **makes me stand out** from everyone else?

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**Step 2: Distinguish Yourself**

All modesty aside, I am great because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I am compelling to my clients because\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

But seriously, I **remove barriers and create breakthroughs** everyday by  
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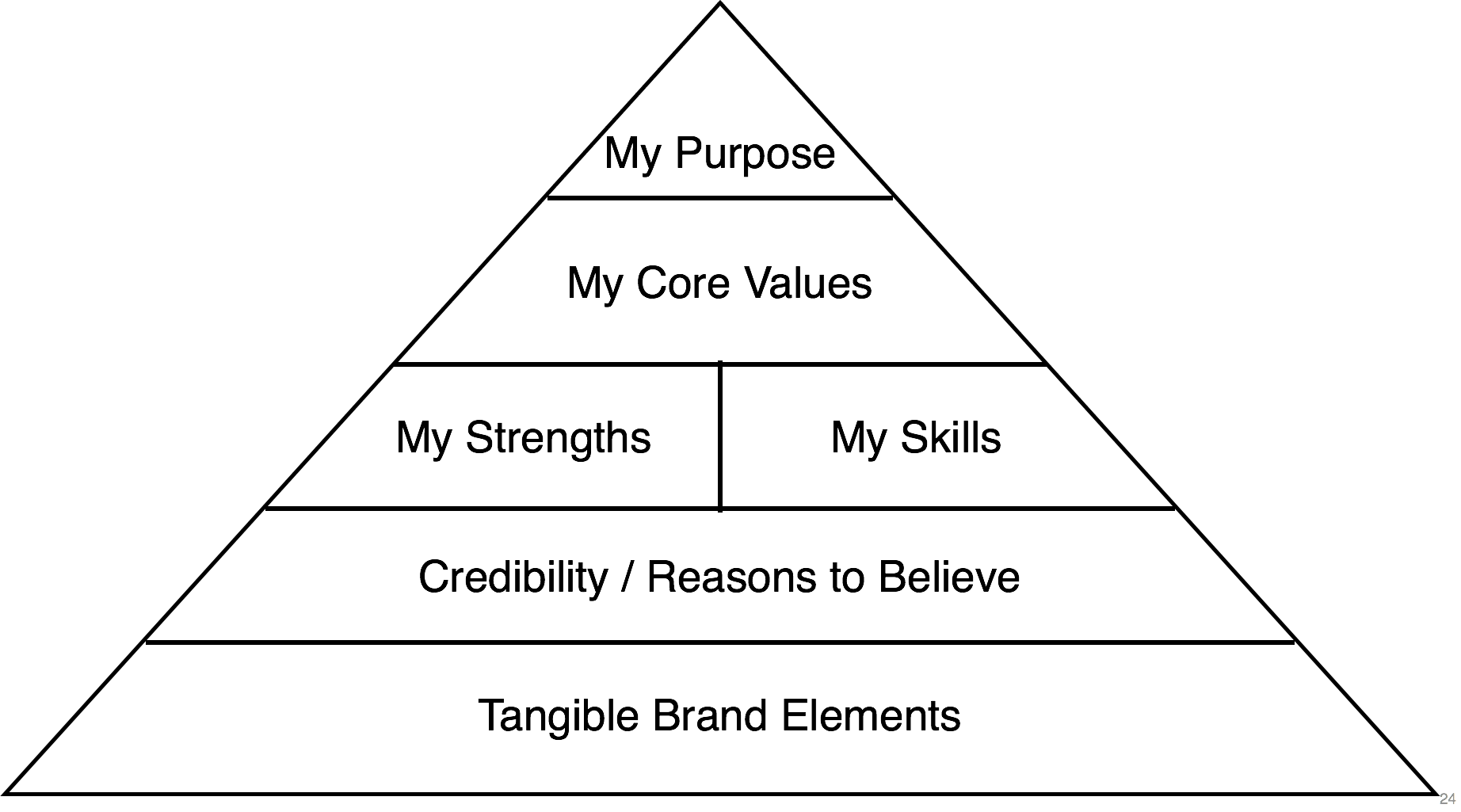
I am different from your average coach because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

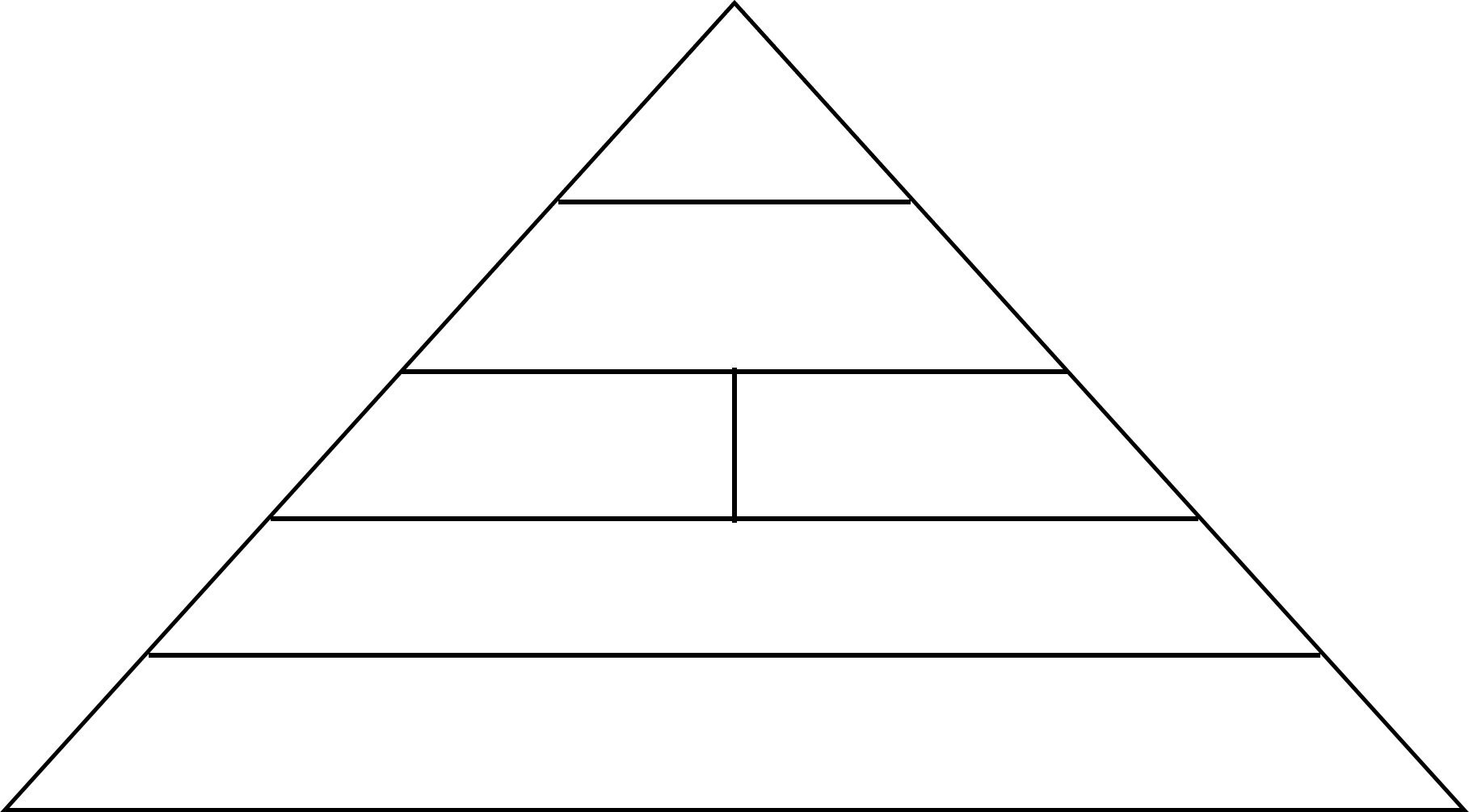
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**Step 3: Build Your Brand**

(Personal Brand Statement Overview)

* A short and sweet statement that describes who you are and what you bring to the table. It answers the questions, “what makes you great?” and “what makes you compelling?” but should not be confused with a mission statement (which tends to be loftier and less job specific).
* Examples: “Purpose-Driven Life Coach”, “Legendary Leadership Coach,” or “Breakthrough Innovation Coach.” Or, a statement such as, “Inspiring Others to Live An Epic Life.”
* Are you amazingly well organized? Do people enjoy working with you for your fantastic sense of humor or powerful questioning?
* Your brand statement should be consistent with how others perceive you. Don’t describe yourself as a great leadership coach if your clients have a different perception of what you do best. However, if you have hit some professional brick walls, it may be time for reinvention and it is okay therefore to make your brand statement aspirational.   
    
  



**Step 4: Test Your Brand: Get Feedback and Refine**

* Start with friends then move to peers. Listen for distinctiveness & authenticity. Refine methodically.
* Your brand is the essence of YOU. Make sure that it constantly reflects:
  + Your Core Values
  + Your Life Purpose
  + Your Natural Gifts and Talents
  + Your Mission, Purpose and Reason for Being a Coach
* So that you have a good idea of what we’re talking about, check out the evolution of business brands such as Nike:

This is the same for you and your personal brand. This means regularly “checking in” with who you are as a brand. What does Google say about you? How are you showing up on LinkedIn? Facebook? Twitter? YouTube?

You’re personal brand is not static. As you add new skills, certifications, publications, videos, and other valuable content, be sure that your brand reflects who you truly are. The more current your personal brand is, the more relevant it will be for your ideal customers.

**Step 5: Live Your Brand**

If you say you’re a Motivational Coach then you better motivate those around you. If you claim to be a “Results-Driven Executive Coach” then you should have the case histories with hard data to back it up. Now we can consider all the things you can do to build your personal brand beyond simply doing your job:

* Basic Appearance: Are you dressing the part?
* Social Basics: Do your social profiles back up your statement? Are they consistent? If you claim to be digitally savvy or cutting edge, are you on the latest social channels?
* Social Channels: How many you choose to be active on is up to you but the key word here is active. The only way to understand and claim social savvy is to be active.
* Content Creation: If being a thought-leader is an important part of your brand, then you need to demonstrate that by creating content for your personal blog/website and/or for other legitimate publications. If you don’t like writing, find a ghostwriter or better yet, learn to like it. Or make a video. Whatever you do, your content should be authentically you and focused on what you want to be known for.
* Content Upgrade: Does the content you post support your personal statement? If you claim creativity as part of your personal statement, make sure your content is creative. (Hint: post better content even if that means posting less!)

**Building Your Brand: Additional Tactics**

* Rekindle Old Ties: Contact and meet with old friends. Make new ones by going to networking events. Use these encounters to sharpen the elevator   
    
    
  version of your personal statement. No more “same old, same old” responses.
* Learn A New Skill: This skill should support your brand statement and give you a new area to write about and discuss with peers.
* Give It Up For Free: Determine what value you can give your ideal coaching clients and build your plan to deliver that value. Perhaps it’s a free webinar. Or it could be an in-person event. Have an eBook you’ve been itching to write? Or perhaps a really powerful video. Whatever it is, use it to reinforce YOU and your brand.

**Insights & Next Steps**

Having completed this personal branding exercise, I’m getting clarity on what I need to do in order to brand myself and engage my tribe. In the next 250 to 500 words below, here’s my plan of action for my personal brand. These are S.M.A.R.T. goals in that they are Specific, Measurable, Achievable, Realistic and Time-Bound. I’m certain that when I accomplish these branding components, I will be creating a lighthouse / beacon for my Tribe to come and find me.

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*Please complete this homework no later than 24 hours before the next coaching class. Thank you!*