

MODULE 3

BUILDING YOUR
PERSONAL BRAND

The Coach School



Workbook

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Building Your Personal Brand

Earning your audience's trust starts with consistency and confidence. When your audience trusts you, they will want to hire you and refer you often. This is the foundation for all successful personal brands.

Lesson Checklist:

- **Training 3.1 : How to Build a Personal Brand**
- **Training 3.2 : Positioning Yourself as an Expert**
- **Training 3.3 : Connecting Through Story**
- **Training 3.4 : How to Connect With Clients**

How to Build A Personal Brand

Let's start with the basics of branding. Branding is simply communicating who you are repetitively and consistently. Being consistent – in both frequency and content – builds trust with your audience. It demonstrates to potential clients that you are who you say you are.

Without consistency, your audience won't trust you; without trust in your capabilities, potential clients won't feel confident enough in you to hire you.

Personal branding is the process of establishing who you are, what you stand for, and who you serve. Your brand is your reputation, not just a logo.

People will be drawn to you as a coach – and not other coaches – based on your life experience, your wisdom, how you present yourself, and how well you communicate how you can help them.

The most important step of branding is deciding what you want to be known for. What makes you "you?"

Use these five steps to begin developing and fine-tuning your own personal brand.

► *Step 1: Find your abilities and strengths as a coach.*

To develop your personal brand, you need a high level of self-awareness. Your unique interests, passions and gifts are what make you "one-of-a-kind." Clients are drawn to coaches who are authentic, honest, and REAL. They don't want someone who is a cookie-cutter version of another person.

Look at yourself as objectively as possible while answering the following questions:

What are your strengths and gifts, especially as it relates to your coaching? (Are you organized, compassionate, funny, etc.)

Ask three trusted friends to weigh in on questions like these: "What are my three best qualities? "Why should people know, like, and trust me as a coach?"

What do you love to do, specifically as it relates to your work? (For example, maybe you love to help women overcome a painful past or you feel comfortable giving tough love, etc.)

BONUS TIP: IF YOU LOVE TO DO SOMETHING THAT OTHER PEOPLE STRUGGLE WITH, THEN MAKE A NOTE! THIS WILL BE A GREAT SELLING POINT.

► *Step 2: Find your Unique Service Position (USP)*

A Unique Service Position (USP) is a feature or characteristic that distinguishes a business, product or service from competitors. These unique features help people answer the question, "Why should I work with you?" Your USP can come from your strengths and gifts, your personality, your likes and dislikes, or the type of clients you serve.

If you're having trouble articulating your USP, revisit the "Perfect Person" exercise in your workbook where you answered, "What are my perfect client's frustrations and how can I serve them?" Chances are, you have the unique characteristics needed to meet those needs.

Using the following questions, your goal is to develop a Unique Service Position (USP) that is both objective and concrete.

Why should clients want to work with you?

Write down five quirky or unique things about yourself (even if they seem embarrassing). This can also help you narrow down your USP.

EXAMPLE FROM ALLI: I'm the family breadwinner with a husband and 5 boys; I love amusement parks and rollercoasters; I'm a movie fanatic; I'm an Enneagram 7; and I have a sweet golden retriever named Eleanor Roosevelt Woofington.

Write down three unique life experiences you've had (even if they aren't flattering or make you feel good).

EXAMPLE FROM ALLI: My husband and I survived bankruptcy; I had each of my sons in a different city or state; and I once rode a roller coaster 10 times in a row.

► *Step 3: Define what it is people can count on you for.*

It's important to clearly define what kind of experience people can expect from you whenever they interact with you online or offline. You want to be dependable, reliable, and consistent.

Who exactly do you help? This is your demographic or – as we call it in The Coach School – your Perfect Person. You'll write social media posts, articles, and website copy for them. Your brand should reflect your desire to solve their problems.

What can people count on you to talk about and teach?

Choose 3-5 topics to be your "content pillars." Once these are defined, stick to your pillars in all of your professional communication online and offline. This is important in building relationships with potential clients.

What tone do you bring to your communications?

Are you poetic, silly, serious, encouraging? All of the above? This requires some self-awareness. You aren't developing a new tone; you are identifying the tone you have in real life so that your online personality will match your offline personality.

► *Step 4: Write your personal brand statement*

A brand statement brings clarity to you and to the people who are interested in what you do. It's like an elevator pitch: something short and memorable that you can share without hesitation whenever someone asks about your coaching. (Tip: This can be similar or the same as your business tagline from Module 2!)

Formula: I coach (target person) to (achieve X) so that they can (outcome).

Examples:

- I coach women in study strategies so they can pass the bar.
- I coach moms on how to organize their homes so that they can minimize stress.

What will your brand statement be? Fill in the blanks below.

I coach _____

to achieve _____

so that they can _____

A brand statement makes it clear to potential clients exactly what they can expect to gain from working with you. Jot down the final version below.

► *Step 5. Work on your visual brand*

Although a brand is more than merely a logo/style, your personal brand does still include the look and feel of your website, logo, fonts, and more. Effective visual branding will help you attract the right clients (the ones you're excited to work with).

Everything about your visual brand needs to communicate your professionalism, expertise, and style...at a glance.

You can answer the questions below OR start a Pinterest board that reflects the colors, fonts, images, etc. that you feel reflect your brand. (Ideally, do both! It will help you solidify your visual brand!)

What are some colors you would like to use in your brand?

What are some fonts that reflect who you are?

What words would you use to describe your ideal visual brand?

Do you have a logo? Are you happy with it? Why/Why not? Does it reflect your answers above?

TRAINING 3.1: HOW TO BUILD YOUR PERSONAL BRAND

What do you like? Look up other coaches' websites and social profiles. Put the specifics here, including the website addresses.

What do you NOT like? Answer specifically and don't forget the website address.

Branding is not something to be afraid of. Trust me, you're not going to become a narcissist because you work on your personal brand. Rather, it's going to strengthen your confidence and give clarity as to what you do and who you serve!

Remember that when you bring who you are to the table – with all your gifts, unique talents, and experience – it gives you a competitive edge. No one else can be **you**. People will be drawn to you and want to work with you because of your uniqueness.

Positioning Yourself as an Expert

Your job is to become known as an expert people know, like, and trust. Take every opportunity you can to position yourself as that expert.

Let's get one thing out of the way: No one starts out as an expert.

Everyone has to get their "reps" in. By that, I mean practicing the art of coaching in every way possible and every time you have a chance: through conversation, emails, blog posts, speaking, podcasts, social media posts, comments on other people's posts, and on and on.

Note: You don't need to start taking action on these things yet. This exercise is meant to get you brainstorming creatively. We'll build systems for these things (like social media content) as we continue in the program.

What are some blog posts you could write that give answers to your perfect person's problems?

What are some videos you could create that give solutions to those problems?

What are some podcast or video topics you could record that give solutions and position yourself as the expert who can be trusted?

List some podcasts you enjoy to which you could pitch yourself as a guest expert.

PRO TIP: Be sure to listen to a few episodes and research whether or not the show takes guests. If they do, follow their request guidelines, if provided.

List some blogs or magazines that your perfect person might read, to which you could submit a helpful piece.

PRO TIP: Read a few issues. Look for "write for us" or "submit to us" on their website and follow the guidelines.

TRAINING 3.2: POSITIONING YOURSELF AS AN EXPERT

Brainstorm some social media topics you can create images and captions for, in order to give solutions to your perfect person's problem(s).

Brainstorm some email newsletter topics that will draw your perfect person in and show you are an authority and creator of solutions.

What are some networking groups you can join on Facebook or LinkedIn?

It's important to be authentic and consistent as you're building your expertise. After you've finished the above exercises, check all your social media profiles, forms, website, and newsletter copy for brand consistency. If there are discrepancies, consider how you can refine your personal brand even more.

As a coach, you are the identifier of problems and co-creator of solutions. You are a trusted advisor who gives wise counsel and helps clients reach their goals. Practice this positioning both online and offline. No matter where you are or what you're doing, if you notice someone who needs the solutions you have learned, offer to help them, sincerely and freely.

Connecting Through Story

Stories allow us to learn from another person's experience and can shape, strengthen, or challenge our opinions and values. When a story catches our attention and engages us, we are more likely to absorb the message and its meaning than if the same content were presented simply in facts and figures.

Stories build rapport, establish trust and likeability: all of which are key elements for a successful coaching relationship.

As coaches, we need to capture our client's interest and imagination and then help them move them towards a decision.

- Without interest, they won't hire you.
- Without imagination, they won't see how you can help them meet their goals.
- Without decision-making, they won't move forward after a Discovery Session to work with you as their coach.

So how do we connect through story? I'll show you how to craft more compelling social media posts, blog posts, marketing copy, emails and websites using the "Hook, Story, Close" technique.

► *The Hook, Story, Close Formula*

1. **Hook** — You get people's attention
2. **Story** — You tell them a story that builds belief, emotion, and trust
3. **Close** — You make the offer so solid that they decide to work with you.

Here's the truth – if you are not making money or if you have no sales – then you are failing at one or all of these steps.

If no one pays attention to you, they won't know about you or your offer, which means no sales for you.

If you get their attention, but fail to create a desire for them to take action, you still make no sales.

If you manage to create the desire, but they don't easily see the offer to close on, then the result is still no sales.

You need all three elements of this formula in order to be effective, so let's get into the details.

▶ *The Hook*

A hook makes people stop and pay attention. Hooks are normally short, bold and often surprising statements at the very beginning of your content (whether it's a social media post, a speech, or an email).

A hook can also be a headline, a great photo, or a great beginning of an article or social media post. A hook grabs attention and hooks your audience in.

You want your hook to relate to your audience in a personal and emotional way. It needs to really connect with them; otherwise it won't hook them in.

▼ HOOK TIPS

1. Use contrast.

Eg: I was homeless five years ago; now I run a six-figure business.

2. Say what people think but don't say.

Eg: We parents know the truth: we like one kid more than the others.

3. Use surprise – say something negative or counterintuitive.

Eg: The one thing no one told me about marriage.

▼ HOOK TEMPLATES

"Unlikely person + unlikely or interesting results"

How a homeless mom of 5 built a million-dollar business.

"Results + timing + benefit"

Build a coaching business in 12 weeks with confidence.

"Surprising/counterintuitive statement"

Why I stopped believing in coaching

"Surprising/counterintuitive statement + exciting benefit/result"

I gave up trying to diet and lost 30 pounds"

Using the tips and templates above, create a few options for a curiosity-building hook.

► *The Story*

There's an art to storytelling, and to do it well, you want to build your story in three parts.

PART 1: What was life like before?

(eg. I knew what I wanted to do, but I didn't know how to start getting clients.)

PART 2: What was the epiphany or turning point?

(eg. I found my own coach who taught me how to book free discovery calls.)

PART 3: What was the result?

(eg. My coach transformed my frustration into relief and elation. Now I do the same for others!)

Think of a story you could tell about how you were before, during, and after you reached a goal (Remember, this is to build expertise and trust, so think about a story as it relates to a need your perfect person might have).

Write down some details about the story below.

► *The Close*

You want to tell the potential client what your plan of action is and make your offer to close the deal.

A few things to keep in mind: your offer really needs to meet their needs. This is the step that builds the desire in your prospect to make them want the results you found.

Make sure your offer connects back to the turning point in the story you told. You want to offer them the chance to have their own turning point. What do you have to offer that will help them get the results you want? Tell them! This is when you close the deal, sell the course, book the session, and make money.

Closing can mean a sale, but it also can be a sign-up to your emails, newsletter, free event, or webinar.

My close (because I now help coaches like you with their own starting-a-business frustrations) could go something like this: Not long ago, I was a frustrated aspiring coach. I didn't know how to get paying clients.

But now, I am the family breadwinner and have a roster of high-paying clients who stay with me long-term. I can get you the same results by showing you the step-by-step method I used to turn interested contacts into dedicated clients. Join The Coach School so you can achieve your dreams today!"

Using the hook and story you've already outlined, what could be a potential close to could use for that post? Use the space below to practice a few different options.

Here's the bottom line, friend: stories make sales. Starting today, begin saving stories that could be great fodder for your own use. Build up a folder of your own and others' stories to use.

TRAINING 3.3: CONNECTING THROUGH STORY

Where will you keep the stories you collect? I suggest Google Drive or iCloud so you have them backed up in the cloud. Schedule time to create a folder or system right now.

In the meantime, make some notes below about stories from your life. Your goal is to develop 10 stories from your life where you had an epiphany, where you discovered something new, or where realized you needed help.

These stories will help people relate to you and give them the courage to get the help they need...with YOU as their coach.

Briefly go online and visit your favorite coaches, magazines, or stores. Jot down any examples of Hook/Story/Close you notice in their materials.

► *A few things to remember about the use of story in your coaching business:*

ADD PERSONALITY.

Your stories should be told with your personality on center stage. Instead of writing, "When I was a new mom, my house became disorganized and cluttered..." phrase it with your personality in mind: "When I was a brand-new mom, my house looked like a tribe of rabid monkeys lived there..."

Your turn: Write down a couple of notes describing your personality below so you can remember to keep these characteristics front and center when developing stories.

KEEP YOUR STORY SIMPLE.

Simple works better than complicated. Instead of, "My finances were in shambles: overwhelming debt, too many extraneous expenses, no structure to speak of, and my anxiety was at an all-time high," write, "My finances hit a new low and my anxiety level hit a new high."

Your turn: Write a simple hook or close statement below. Keep it simple!

TRAINING 3.3: CONNECTING THROUGH STORY

FOCUS ON WHY YOUR BRAND EXISTS.

Why does your brand exist? The answer should be a story. TOMS, the shoe company, is a great example of this. They give one pair of shoes away for every pair they sell. They exist to make a profit AND a difference.

Your turn: What made you want to be a coach? Write some thoughts below.

CONNECT WITH YOUR CUSTOMERS.

Let your story show how you relate to your customers and how you understand them. For example, instead of, "Once I figured out the solution to my fitness struggles, I created a plan, implemented it, and have never looked back," write, "I still struggle with motivation and follow-through, but I now know that a daily workout helps me in all the other areas of my life."

Your turn: Jot down a hook, story, or close that could really connect you with your perfect person and the issues/struggles they have.

TRAINING 3.3: CONNECTING THROUGH STORY

REMEMBER CUSTOMERS BUY YOUR STORY, NOT JUST PRODUCTS.

When a customer purchases your product, they must feel as if they are buying part of your brand story. For example, one coach I know uses her background as a teen mom to share how she graduated from high school and college even though it was really tough. Now, she coaches young women who come from challenging circumstances and feel like they don't "belong" in corporate America.

Your turn: What part of your own story could inspire others to know, like, and trust you?

How to Connect With Clients

The most powerful way to connect with potential clients is through your copy.

COPY = WORDS THAT YOU WRITE

All content must be written to establish yourself the expert people know, like, and trust. Your goal should be to write copy that is for your potential clients and not for you. One of the biggest mistakes people make is writing copy that they personally like, but doesn't serve the people they're trying to reach.

Go read a recent email or social media caption you wrote. Does it serve your audience or you? Why? What would you change about it?

We are going to improve the copy you just read in eight steps. Read each step below then edit one of your email or social media captions based on that step.

► *First: Simplify, simplify, simplify.*

Keep it **simple** enough that your kid or grandma can understand what you are saying. Confused people don't buy; they click away. A good rule of thumb for keeping it simple is to write the copy, then cut it in half. (And honestly, most people can usually cut it in half again.) Use a thesaurus to find strong and impactful words that take the place of long explanations, cut out unnecessary words like very and really. Be brutally short and simple in everything you say.

EXAMPLES:

A. Confusing statement: I help moms, grandmothers, dads, and other caregivers discipline their children, grandkids, and charges so that they can have a more peaceful home and environment.

B. Clear statement: I help parents discipline their kids with intention and purpose so they can have peace at home.

► *Second: Don't overcomplicate things.*

Don't use any jargon or industry insider language. Be yourself and write like you would talk to a family member (and not to a colleague).

EXAMPLES:

A. Sentence full of jargon: When you sit under my instruction, you will come away from our sessions having experienced an epiphany that will help you quickly achieve consistent financial results.

B. Clear, concise sentence: When I coach you, you'll learn how to make more profit in less time.

► *Third: Pick a tone that sounds like you and feels comfortable.*

Make it the consistent voice for everything you do. Again, it's super important to pick something that comes naturally to you. Your customers will expect to hear that same style in person or over the phone. Remember that consistency builds trust, and trust is everything when it comes to gaining clients.

EXAMPLES:

Basic sentence: I help fearful women become brave in their business so they can build a life they love.

A. Snarky version: Fearful much? Break free of what holds you up, buttercup. I'll teach you how to build a booming business.

B. Bold version: Don't be a wallflower! Get braver in business so you can build a life you love.

C. Encouraging: I can help you move from timid to brave and grab hold of the life you love.

D. Funny: If your knees shake like a bowl of pudding, I've got confidence to share. We'll trade that timidity for bravery and you'll build a rockstar business.

E. Soothing: I know you're afraid. That's okay; so was I. And if I can build a business I'm proud of, so can you! I'll show you how.

F. Professional: In my three-step process, you'll learn techniques to help your business go from so-so to sensational.

► *Fourth: Be personal and use “you” and “I.”*

Talk to one person: Your Perfect Person.

Instead of this: My clients feel they need a push to become self-confident with the opposite sex, and my business gives them the tools and tricks they need to venture into dating without fear...

Write this: If you're too shy to flirt with the opposite sex, my coaching will give you the tools you need to venture into dating without fear.

► *Fifth: Run everything through the "CUB Test."*

The "CUB Test" asks, is this confusing, boring or unbelievable? Once you've written something, give the copy to a friend, roommate, or spouse to find out where things need adjusted. (See also: The Kid Test in Tip #8).

EXAMPLES

Example of not-believable sentence: Never before had I experienced such an epiphany. In that moment, I truly achieved something remarkable like no one had before.

Better sentence: I had an “aha” moment. I realized I had done something that could help me in my life and help me teach others, too.

► *Sixth: Use correct grammar.*

When your copy has spelling mistakes, grammatical errors, or run-on sentences, it can reflect poorly on you and your business. Use programs like Grammarly to improve your writing or hire an expert to write on your behalf.

► *Seventh: Write Less (or "Write Tight")*

Set a character or word limit for each piece of communication. Force yourself to say what you have to say in that space. Remember that people have short attention spans and want to quickly know, “What’s in it for me?”

► *Eighth: Use the "Kid Test."*

The "Kid Test" follows this simple principle: Absolutely everything you write – social media posts, website copy, newsletter verbiage – should be so simple and concise, a 10-year old kid could understand and do what it says.

HOW TO RUN YOUR COPY THROUGH THE KID TEST

1. Find a 10-year-old, and show them your content.
2. Ask them "What do I do?" (or a similar question based on the content)
 - If the kid answers correctly, move to the next step
 - If the kid says "I don't know" or something incorrect, rework your copy
3. Ask them, "What should you do next after reading this?"
 - If they answer correctly, great! Move on to the next step
 - "I don't know, click the about button?" or something else, rework your copy
4. After your kid tester knows what you do and what they should do next, ask the follow up questions:
 - Does it make sense?
 - Do you like this?
 - What is confusing?

"I don't know" from a 10-year-old = unsuccessful copy.

Now that you've edited your copy based on these 8 steps, compare it to the copy you started with. How does it compare? What's better about it? How can you implement the tips you learned today to write copy that connects?



Writing Tips

1. Simplify, simplify, simplify.
2. Don't overcomplicate things.
3. Pick a tone that sounds like you and feels comfortable.
4. Be personal and use "you" and "I."
5. Run everything through the CUB Test.
6. Use correct grammar.
7. Write tight.
8. Remember to use the Kid Test.

Wrap Up

Great work finishing up this module! You're one step closer to booking clients and growing your business. Take a moment to reflect on all you learned, and then don't forget to visit the bonuses you unlocked.

My biggest takeaway from this module is . . .

The changes I made based on this module that will help my business be successful are . . .

Some things I learned in this module that I wasn't able to focus on right now but want to come back and work on later are . . .
