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3 Simple Questions To Power Your Coaching Brand For Profit

By "Dangerous" Debbie Jenkins

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Word Count: 795
 Character Width: 60
 Resource Box: Link to Free 3-Part Micro-Course

3 Simple Questions To Power Your Coaching Brand For Profit

- by "Dangerous" Debbie Jenkins

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Discovering and owning a powerful word that reflects you and your business is the true key of successful branding.

3 Simple Questions To Power Your Coaching Brand For Profit

Some organisations invest fortunes in this endeavour but there's nothing stopping any of us from doing the same at a fraction of the cost.

Today I'll introduce you to a simple, low-cost, branding process that will magnetise your coaching practice without breaking the bank.

Our discovery begins by answering three simple questions:

1. What Are You Like?
2. What Do You Do?
3. How Do You Do The Things You Do?

So let's begin...

STEP #1 – What Are You Like?

Understanding your names (or nouns) can really help to trigger your imagination. If I were to ask what you'd be if you were an animal, you'd feel a certain affinity with a particular animal and quickly be able to answer... Monkey, Cat, Tiger, Lion, Bird, Fish, Dolphin etc.

If asked for your profession you'd say one or more of the following... Coach, Therapist, Consultant, Teacher, Chef, Speaker, Author, Trainer etc.

If I asked you what you'd be if you were a car you might think... Ferrari, Rover, Mini, Porsche, Maserati, Lexus, Rolls-Royce, BMW etc.

If I asked for your role you might say things like... Man, Woman, Leader, Supporter, Parent, Carer, Entrepreneur, Explorer, Protector, Guardian, Helper etc.

If I asked what thing you sold you might say... Comfort, Books, Time, Inspiration, Words, Tools, Skills etc.

Brainstorm as many of these nouns as you can – it's good to have more than one for each category. This process will trigger all sorts of other ideas to help you to realise your unique

coaching
name.

Time To Write...

Read the following statements and come up with as many answers as you can for each one:

If I were an animal I'd be...

If I were a car I'd be...

If I were a colour I'd be...

If I were to describe my occupation I could say...

If I were to describe what I had to offer I'd say...

If I were a famous figure from history I'd be...

STEP #2 – What Do You Do?

Once you've got a good list of names you can start asking what you actually do. Spend a good time on this. It may seem a challenge at first to think entirely in terms of what you do

so use your lists of people, animals and things for inspiration.

What do they do? Here's some ideas...

- Coaches... encourage, listen, support, reflect
 - Trainers... share, instil, empower, guide, teach
 - Tigers... leap, hunt, run, survive, inspire, stalk
 - Birds... fly, soar, see, dive, migrate
 - Leaders... lead, inspire, persuade, encourage
 - Chefs... cook, create, nourish, feed
- etc

You'll notice a pattern here, you'll have created a big list of doing words (or verbs).

Time To Write...

Go through your lists and play word association by answering the question... "What does an XYZ do?" for

each one.

STEP #3 – How Do You Do The Things You Do?

Once you've got a good list of names and doing words it's time to add spice to the mix...

As the song goes, "T'Ain't What You Do It's The Way That Cha Do It"

Discovering HOW you do something will give your brand a lot more clout than just knowing what you are and what you do.

We use adjectives to describe how we do something, how we compare to others, what makes us unique or what makes us easy to identify. For example...

A Tiger is... big, bold, fast, fearsome, stealthy

This is good, but it's not all, you can go further by adding adverbs if you're struggling by linking a noun with it's

verb to see what happens. Here's another example...

A Tiger Leaps... stealthily, quickly, decisively, smoothly

you can take the "ly" ending off most words to create more appropriate adjectives for your brand. So in this case you'd have a list of words as follows: stealthy, quick, decisive and smooth.

Time To Write...

How do people describe you and what you do?

How would you like people to describe you?

What sets you apart as different? (think about your appearance, voice, manner, style etc)

How do you do what you do?
(are you slow and methodical? fast-paced and energetic?)

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Now, do the same for your list of animals, cars, roles, famous figures etc until you have a really big and full list of words.

Summary

You've now collected all the information you need to discover your unique coaching identity. You may already be getting a feel for how this process can give you a lot more ways to view and describe yourself but this is just the first step. There are two more steps covered in my f[^]ree mini-course. Details below.

What In The Heck Can A Personal Coach Do?

By "Aurelia M. Williams"

I just wanted to spread the word about Life Coaching and what it can do to help just about anyone. No, not every coach is suited for every client but the right coach/client combination is such powerful tool.

I hear different variations of the following questions and statements a lot: "What can a coach do for me?", "I can't afford to pay a coach!", "What does SHE know that I don't know?", "I don't need a stinkin' Coach!" Ok, well I tossed the word "stinkin'" in there (smile) but I do know there are many people who could benefit from the power of coaching but feel they don't need it.

Well hopefully the following can open some eyes to the magic of this wonderful tool!

Coaching is an effective process used to support individuals in creating something new for themselves. I work side by side with my clients coaching them by providing perspective and support for self-knowledge as they accomplish their business and personal goals.

I personal help women achieve balance and cultivate the tools necessary for them to evolve into a life filled with happiness and serenity. I believe all women have the tools they need inside to lead a more fulfilling life. I simply guide them along an empowering path that will awaken these tools, focus on their passion and ultimately lead them to a more fulfilled self. If you are ready to find your way to a more balanced you, I will be your guide.

Life coaches are great and act as your personal cheerleader. There are many benefits to having a Personal Life Coach and here are just a few. Coaching is a valuable process for people looking to:

- * design life intentions that include both your business and personal goals.
- * make meaningful personal changes that reduce stress and simplify your life.
- * free up energy and other resources to attract what you want for your life now.
- * enhance the quality of your communication and relationships
- * work through a career or life transition
- * achieve better work/life balance
- * gain clarity, focus and direction

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Coaching is also for those that are successful and growing entrepreneurs, where everything is going really well, and you would just appreciate a neutral sounding board who will give you straight-up honest feedback and on-going support.

There really is nothing like coaching. The best way to learn about it is to experience it for yourself! Most coaches will offer a free consultation or a free session to see if coaching is for you.

You have nothing to lose and the world to gain!

Aurelia Williams, is a certified Personal Life Coach (

) and owner of

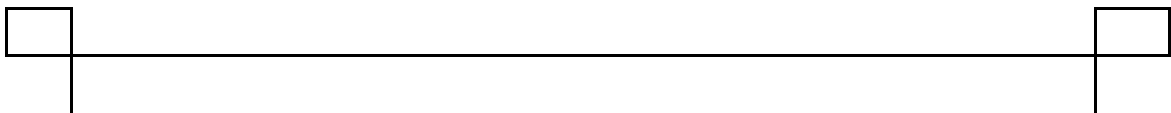
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