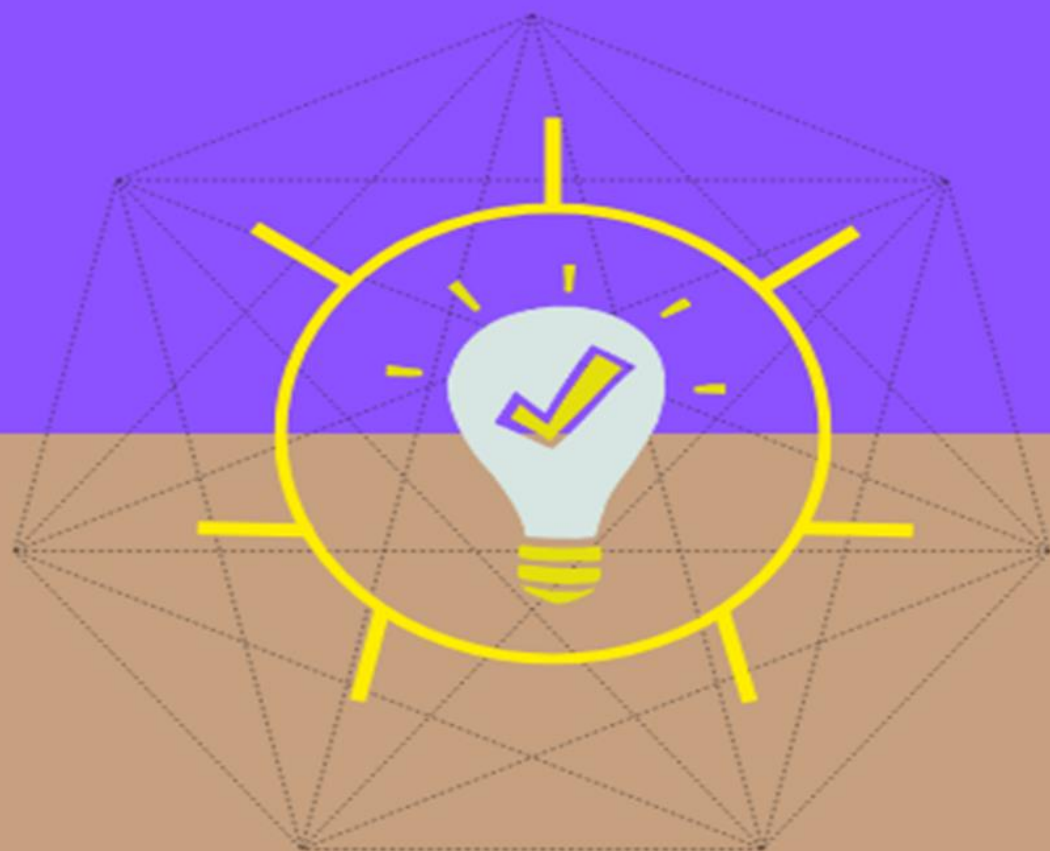


Build Your Coaching Brand from Scratch:

A COMPLETE GUIDE FOR NEW COACHES

YOUR BRAND IS A JOURNEY, NOT A LOGO



<https://shrihanschool.com>



Build Your Coaching Brand from Scratch: A Complete Guide for New Coaches

✓ Introduction

- What is a coaching brand?
 - Why branding matters more than ever
 - Who this guide is for and how to use it
-

Chapter 1: Define Your Purpose and Niche

- The difference between passion and purpose
 - How to choose your coaching niche (with worksheet)
 - Common pitfalls new coaches face when niching down
-

Chapter 2: Find Your Ideal Client

- Why “everyone” is not your target audience
 - Create your Ideal Client Avatar (ICA)
 - Empathy mapping: Speak their language
-

Chapter 3: Craft Your Unique Brand Message

- The power of storytelling in personal branding
 - Create your tagline and brand statement.
 - Define your brand values, voice, and personality.
-

Chapter 4: Design Your Visual Identity

- Choosing your brand colors and fonts (with free tools)
 - Logo, website, and brand kit essentials
 - Examples of great coaching brand visuals
-

Chapter 5: Build Your Online Presence

- Website must-haves for coaches

- Setting up professional social media profiles
 - The power of content (blogs, videos, and podcasts)
-

Chapter 6: Create Your Signature Offer

- What makes a compelling coaching offer?
 - Naming, pricing, and positioning your program
 - Testimonials and social proof for credibility
-

Chapter 7: Start Showing Up Consistently

- Create a 30-day visibility plan (social media, lives, blogs)
 - How to show up with confidence (even if you're just starting)
 - Time management tips for content creation
-

Chapter 8: Grow Your Brand with Trust

- Email list-building strategies for coaches
 - Freebie/funnel ideas to grow your audience
 - Authentic ways to build credibility and authority
-

Chapter 9: Tools and Templates for Branding Success

Free and premium tools for branding, such as Canva, Notion, and Flo Desk.

- Templates for bios, brand guides, and content calendars
 - Bonus: Personal Branding Checklist
-

Conclusion

- Recap: Your brand is a journey, not a logo
Action plan: What to do in the next 30 days
Encouragement + invite to join your coaching community or offer

Introduction

What is a Coaching Brand?

A coaching brand is more than a logo or a catchy tagline, it's the *emotional DNA* of your business. It's how you communicate **why** you coach, **who** you serve, and the **unique value** you deliver. Think of it as the bridge between your ability and your ideal client's deepest needs.

The Three Pillars of a Coaching Brand

1. **Purpose:**

Your "why" the driving force behind your work.

Example: *"Empowering introverted leaders to speak with confidence."*

2. **Audience:**

The specific group you're designed to serve.

Example: *"Mid-career professionals struggling with public speaking."*

3. **Value:**

The tangible and intangible results you promise.

Example: *"From stage fright to standout leadership in 90 days."*

Where They Overlap: Your brand appears at the intersection of these three elements. Without clarity here, your messaging risks feeling generic or disconnected.

Why This Matters

A strong coaching brand:

- ✓ Builds **trust** before you even speak.
 - ✓ Attracts clients who feel *"This is exactly what I need!"*
 - ✓ Lets you charge premium prices (people pay for clarity).
-

Interactive Worksheet Prompt (*/con*):

"Define Your Brand DNA."

1. **Purpose:** Why did you become a coach? Finish this: *"I believe..."*
2. **Audience:** Describe your ideal client in 3 adjectives.
3. **Value:** What's the #1 result they crave?

4. (Link to fillable PDF worksheet: "Download Your Brand DNA Worksheet" at shrihanschool.com/resource/worksheets)
-

Image Suggestion:

A modern, corporate-style stock photo of a coach and client reviewing a vision board, overlaid with the Venn diagram graphic. Use navy and gold accents to match your brand palette.

Example in Action

Coach Maria's Brand DNA:

- **Purpose:** "Helping women reclaim their time and energy."
- **Audience:** "Overwhelmed female entrepreneurs with young kids."
- **Value:** "From burnout to balanced leadership in 60 days."

Her Brand Tagline:

"Busy moms building empires—without the guilt."

Why Branding Matters More Than Ever

(Visual: Split-screen image showing a cluttered social media feed vs. a clean, branded coaching profile with a recognizable logo and colors.)

In a world where **4.8 million coaches** compete for attention online, your brand isn't just a "nice-to-have"—it's your survival kit. Here's why:

1. The Trust Economy Rules

Today's clients don't buy services—they buy **trust**.

- **72% of clients** research a coach's brand (website, social media, reviews) before booking.
- A polished brand signals professionalism, helping you stand out in a sea of generic "life coaches."

Example:

Coach Jane doubled her inquiries after redesigning her website to reflect her niche (stress management for healthcare workers). Clients said, "Your brand made me feel understood instantly."

2. Digital Noise is Deafening

The average person sees **6,000–10,000 ads daily**. A strong brand acts like a lighthouse:

- **Consistent visuals** (colors, fonts) boost recognition by 80%.
 - **Clear messaging** cuts through clutter. Example: *“From burnout to balance in 30 days”* beats *“I help people feel better.”*
-

3. Your Brand is Your Price Tag

Generic brands compete on price. **Memorable brands command premium fees.**

- Coaches with strong branding charge **2–3x more** than unbranded peers.
- Clients perceive branded coaches as experts, not commodities.

Case Study:

*Alex, a leadership coach, raised his rates by 150% after refining his brand to target “tech CEOs scaling remote teams.” His niche-specific content (podcasts, LinkedIn posts) positioned him as an industry authority. *

4. Longevity > Virality

Trends fade. **Brands endure.**

- A cohesive brand builds loyalty. 65% of clients return to coaches they “connect with” visually and emotionally.
 - Example: *Marie Forlano’s “Time Genius” green branding is instantly recognizable years later.*
-

Debunking Branding Myths

⊘ **Myth:** “Branding is only for big businesses.”

✓ **Truth:** Micro-brands (like yours!) thrive by being specific and authentic.

⊘ **Myth:** “I need a huge budget.”

✓ **Truth:** Use free tools like Canva and Shrihan School’s **Branding Starter Kit** (link below) to DIY like a pro.

Your Action Plan


1. **Audit Your Current Brand:** Does it reflect your niche and values?
2. **Pick 1 Platform to Optimize** (e.g., LinkedIn profile, Instagram highlights).
3. **Commitment to Consistency:** Post branded content 3x/week for 30 days.

Interactive Worksheet (Icon):

"Rate Your Brand's Strength."

- Score your visuals, messaging, and audience alignment (1–5).
- **Download Now:** [Click here](#)

CTA Box:

 **Free Resource:** Grab Shrihan School's *"5-Day Brand Boost Challenge" * to:

- Redesign your logo in 1 hour.
- Craft a client-magnetic tagline.
- **Claim Yours:** <https://shrihanschool.com/download-resources>

Final Thought:

"Your brand is the story people tell about you when you're not in the room."

— **Shrihan School Coaching Team**

(Image: Side-by-side quotes from clients: "I chose my coach because her brand felt like 'me' in visual form.")

Who This Guide Is for and How to Use It

This isn't just another "branding 101" guide. It's your **step-by-step blueprint** to build a magnetic coaching brand—even if you're starting from zero.

Who Needs This Guide?

- ✓ **Brand-New Coaches:** You've got the skills but feel invisible in a crowded market.
- ✓ **Side-Hustlers:** Transitioning from free sessions to paid clients? Your brand is the key.
- ✓ **Frustrated Coaches:** You're booked but undervalued (and tired of competing on price).
- ✓ **Corporate Escapees:** Leaving your 9-to-5? A strong brand fast-tracks credibility.

Example:



*Sarah, a former HR manager, used this guide to pivot into a "Career Clarity Coach" for midlife professionals. Within 60 days, she landed 5 high-ticket clients by niching down and rebranding. *

How to Get the Most Out of This Guide

1. Work Sequentially:

- Start with **Chapter 1** (Purpose/Niche) before jumping to visuals or offers.
- *Why?* Your foundation decides everything else.

2. Use the Interactive Tools:

-  **Worksheets:** Fill them out as you go (digital or print).
-  **Templates:** Customize Canva-branded graphics from our links.

3. Take "Imperfect Action":

- Don't overthink! A "**good enough**" brand that launches beats a "perfect" one stuck in drafts.

4. Join the Community:

- Get feedback in the **Shrihan School Coach Collective** (Facebook group link).
-

Your 3-Step Starter Plan

Week 1: Define your niche + ideal client (Chapters 1–2).

Week 2: Craft your brand message + visuals (Chapters 3–4).

Week 3: Launch your simplest offer (Chapter 6) + post daily (Chapter 7).

*(Visual: 30-day timeline infographic with milestones.) *

Pro Tip:

Bookmark the **Tools & Templates** chapter (Chapter 9) for quick access to:

- Free logo makers
 - Email script templates.
 - Content calendar samples
-
-

Final Note:

"You don't need to be everywhere—just everywhere your ideal client is."

— Shrihan School Team

Chapter 1: Define Your Purpose and Niche

(Visual: A mountain climber planting a flag with the words "Your Purpose" at the summit.)

Your coaching brand starts with **clarity**—not just about *what* you do, but *why* you do it and *who* you serve. Without this foundation, your marketing will feel scattered, and attracting dream clients becomes harder.

The Difference Between Passion and Purpose

(Visual: Side-by-side comparison infographic.)

Passion	Purpose
What you love doing (e.g., "I love helping people").	How your passion solves a problem (e.g., "I help overwhelmed entrepreneurs delegate confidently").
Broad and emotional.	Specific and actionable .
<i>Example:</i> "I'm enthusiastic about wellness."	<i>Example:</i> "I guide busy moms to stress-free mornings with 10-minute mindfulness rituals."

Why This Matters:

- Passion is fuel, but the purpose is the **GPS**.
- Clients pay for **solutions**, not just enthusiasm.

Exercise: Finish this sentence:

"I exist to help [specific audience] achieve [specific result] by [your unique method]."

How to Choose Your Coaching Niche (With Worksheet)

(Visual: A flowchart titled "Find Your Niche in 3 Steps.")

Step 1: Find Your Zone of Genius


- What skills do people **always ask you for help** with?
- What topics could you talk about for hours without notes?

Step 2: Confirm Market Demand

- **Research:** Are people searching for this? (Use Google Trends, Reddit forums, or Amazon books.)
Competition Check: If no one else is doing it, is there a real need? If *too many* are doing it, how will you differentiate?

Step 3: Test Before You Invest

- Run a **free workshop** or poll your network: *"Would you join a 5-day challenge on [your topic]?"**
- **Look for "Hell Yes!" reactions**—lukewarm interest = wrong niche.

 **Worksheet:** *"Niche Selection Scorecard"*

- Rate potential niches by **passion, demand, and profitability**.
-

Common Pitfalls When Niching Down

(Visual: Road signs with warnings like "Too Broad," "Copying Others," and "Ignoring Profitability.")

1. Choosing a Niche That's Too Broad

- ✗ *"I help people with confidence."*
- ✓ *"I help introverted software engineers speak up in meetings."*

2. Picking a Niche You *Think* Will Sell (But Don't Love)

- **You'll burn out** if you're not genuinely interested.

3. Ignoring Profitability

- Example: *"Teenagers with anxiety"* may be meaningful, but parents (not teens) usually pay.

4. Copying Another Coach's Niche

- Your **unique story** is your competitive edge.
-

Case Study: From Generic to Niche

Before: *"Life Coach for Women"* (0 clients after 6 months).

After: *"Divorce Recovery Coach for Ambitious Women Over 40"* (fully booked in 8 weeks).

Key Insight: Niching **feels scary** ("What if I exclude people?"), But it **attracts ideal clients faster**.

Your Action Steps

1. **Complete the Niche Worksheet** (link above).
2. **Ask 3 people in your target audience:** *"What's your biggest struggle with [your topic]?"*

3. Commit to one niche for 90 days—test before pivoting.

Quote to Remember:

"The riches are in the niches. But the real wealth? It's in owning yours unapologetically."

— Shrihan School Coaching Team

Chapter 2: Find Your Ideal Client

(Visual: A bullseye target with a smiling client in the center, surrounded by blurred-out faces.)

Trying to serve **everyone** means resonating with **no one**. Your ideal client isn't just *anyone* who can pay, it's the person who **needs your solution the most** and feels *deeply understood* by your brand.

Why "Everyone" Is Not Your Target Audience

(Visual: A coach drowning in a sea of generic client silhouettes vs. a coach shaking hands with one perfectly matched client.)

The Problem with Casting Too Wide a Net

- **Marketing Fatigue:** You waste time/money attracting the *wrong* people.
- **Weak Messaging:** Generic content ("*I help people grow!*") doesn't trigger emotional connections.
- **Lower Conversions:** Niche-specific coaches' book **3x more discovery calls** than generalists.

Example:

"Career coaches for corporate professionals" convert better than "Career coaches for anyone who wants a better job."

Create Your Ideal Client Avatar (ICA)

(Visual: A fillable ICA template with sections like Demographics, Goals, and Pain Points.)

Your ICA is a **detailed, semi-fictional representation** of your dream client. The more specific, the easier it is to:

- Craft **hypnotic messaging** that speaks to their struggles.
- Choose the right **social platforms** (e.g., LinkedIn for executives, Instagram for wellness seekers).
- Design **offers they'll happily pay for**.

ICA Worksheet (Fillable Sections)

1. Demographics:

- Age, gender, location, job title, and income.
- *Example: *"*Lisa, 38, female, NYC, marketing director earning \$120K/year."***

2. Goals & Aspirations:


- What do they *want*? (Not just surface-level—dig deeper.)
- *Example: "Wants to transition to a remote job to travel with her family."*

3. Pain Points & Fears:

- What keeps them up at night?
- *Example: "Afraid of taking a pay cut or looking ‘unprofessional’ for leaving corporation."*

4. Objections to Hiring You:

- *"Is this worth the investment?" "Can they help me?"*

 **Download Your ICA Template:**

 <https://shrihanschool.com/download-resources>

Empathy Mapping: Speak Their Language

**(Visual: A 4-quadrant empathy map with "Think," "Feel," "Say," and "Do.") **

To connect deeply, step into your client’s shoes. Ask:

Quadrant	Questions to Answer	Example (Lisa, Career Coach Client)
Think	What beliefs/assumptions do they have?	<i>"Remote jobs aren't as stable or prestigious."</i>
Feel	What emotions drive them?	<i>Overwhelmed by job-search apps, FOMO about staying in the corporate</i>

world.

Say	What phrases do they use?	<i>"I'm scared to start over." "Is it too late for me?"</i>
Do	What actions do they take?	<i>Scrolls #RemoteWork TikTok, books free consults, but doesn't commit.</i>

Pro Tip:

Lurk in **Facebook groups, Reddit threads, or Amazon reviews** for your niche to hear their *raw, unfiltered* language.

Pitfalls to Avoid

1. **Guessing Instead of Researching:** Don't assume—interview past clients or poll your audience.
 2. **Making Your ICA Too Broad:** *"Women 25–55"* isn't actionable. *"New moms returning to tech jobs"* is.
 3. **Ignoring Their "Buying Triggers":** What finally pushes them to hire you? (e.g., a crisis, a bonus, a friend's recommendation).
-

Case Study: From "Anyone" to "The One"

Before: A mindset coach posted generic *"Believe in yourself!"* content (2% engagement).

After targeting *"Recovering perfectionists who fear public speaking"*, her content went viral in LinkedIn sales groups.

Result: 5 new high-ticket clients in **one month**.

Your Action Steps


1. **Complete the ICA Worksheet** (link above).
2. **Find 3 Real-Life “ICAs”**: Stalk their social profiles or read their comments to refine your avatar.
3. **Rewrite One Piece of Content** using their exact words (try a LinkedIn post or email).

Quote to Remember:

"When you speak to everyone, you whisper. When you speak to one, you roar."

— Shrihan School Coaching Team

(Visual: A testimonial quote: "I finally felt seen—like my coach read my mind!")

Next Up: In **Chapter 3**, you'll turn your ICA insights into a **brand message that converts**. Ready to craft your tagline and storytelling strategy? 

Chapter 3: Craft Your Unique Brand Message

(Visual: A megaphone broadcasting a message to an engaged crowd, with words like "Clarity," "Trust," and "Impact" radiating out.)

Your brand message isn't just *what* you say, it's **how you make people feel**. A powerful message turns strangers into followers and followers into clients.

The Power of Storytelling in Personal Branding

(Visual: A story arc diagram with "Struggle," "Breakthrough," and "Transformation" labeled.)

Why Stories Sell (Without Feeling "Salesy")

- **Stories trigger emotions, and emotions drive decisions.**
- Clients remember **vivid stories** 22x more than facts alone.
- Example:
 - ✗ *"I'm a certified life coach."*
 - ✓ *"After burning out as a corporate lawyer, I discovered mindfulness—now I help high-achievers break free from chronic stress in 90 days."**

How to Structure Your Brand Story

1. **The Struggle:** Share a relatable pain point (yours or your client's).
2. **The Turning Point:** What changed? (Aha moment, mentor, rock bottom.)

3. **The Transformation:** The result (your ability) + how you now help others.



Exercise: Draft your story using this formula:

"I used to [struggle], until [turning point]. Now, I help [audience] [achieve result]."

Create Your Tagline and Brand Statement

(Visual: Side-by-side examples of weak vs. strong taglines.)

Tagline Rules

- ✓ **Short** (5–7 words max).
- ✓ **Clear benefit** (not clever for cleaver's sake).
- ✓ **Audience-focused** ("You" > "I").

Examples:

- ✗ *"Empowering Your Journey"* (Too vague).
- ✓ *"From Overwhelmed to Organized—in 30 Days."* (Specific result).

Brand Statement (Your "Elevator Pitch")

A 1–2 sentence summary of **who you help, how, and why it matters**.

Formula:

"I help [audience] [solve problem] so they can [desired outcome]."

Example:

"I help introverted entrepreneurs build confidence on camera so they can grow their audience without feeling salesy."



Template: Download Shrihan School's **"Tagline & Brand Statement Kit"** for fillable worksheets:

👉 <https://shrihanschool.com/download-resources>

Define Your Brand Values, Voice, and Personality

(Visual: A "Brand Personality Palette" with adjectives like "Warm," "Bold," or "Playful.")

1. Brand Values (Your Non-Negotiables)

List 3–5 core principles that guide your business.

- Example: *"Empowerment, Transparency, Joy."*

2. Brand Voice (How You Sound)

Choose 3 adjectives, then **evaluate consistency**:

- Read your emails, posts, and website—do they all "sound" like you?

Voice Examples:

- **Authoritative but warm:** *"Let's tackle this together—here's the plan."*
- **Playful and bold:** *"Stop scrolling. Your dream clients are waiting!"*

3. Brand Personality (How You "Show Up")

Imagine your brand as a person. Are they:

- The **wise mentor**?
- The **cheerleader best friend**?
- The **no-BS strategist**?

🧐 **Worksheet:** *"Brand Personality Quiz"* (Find your archetype + examples):

Pitfalls to Avoid

1. **Being Too Corporate:** People connect with *humans*, not jargon.
 2. **Copying Others:** Your uniqueness is your superpower.
 3. **Inconsistency:** Switching tones confuses your audience.
-

Case Study: From Generic to Magnetic

Before: *"I'm a business coach helping entrepreneurs succeed."*

After: *"I help spiritual entrepreneurs ditch 'hustle culture' and build profitable businesses aligned with their soul's purpose."*

Result: 200% more inquiries from **ideal clients** who said, *"You GET me!"*

Your Action Steps

1. **Draft your brand story** using the struggle/turning point/transformation formula.
 2. **Create 3 tagline options** and evaluate them with your audience.
 3. **Define your voice** (pick 3 adjectives + write a sample social post).
-

Quote to Remember:

"Your brand is the love language between your mission and your ideal client."

— **Shrihan School Coaching Team**

(Visual: A testimonial: "I finally found a coach who speaks my language!")

Next Up: In **Chapter 4**, you'll bring your message to life with **fonts, colors, and visuals**. Let's design your brand identity! 🧐

Chapter 4: Design Your Visual Identity

(Visual: A mood board featuring colors, fonts, logos, and images that evoke trust and professionalism.)

Your visual identity is the **first impression** of your coaching brand. It's not about being "pretty"—it's about creating **instant recognition** and conveying your brand's personality without saying a word.

Choosing Your Brand Colors & Fonts (With Free Tools)

(Visual: Color palette examples with hex codes and font pairings.)

1. Brand Colors: Psychology Matters

Colors evoke emotions. Choose **1–3 primary colors** and **2–3 accents** based on your niche:

- **Blue** (Trust | Corporate/Leadership Coaching)
- **Green** (Growth | Wellness/Sustainability Coaches)
- **Gold/Orange** (Luxury | High-Ticket Business Coaches)
- **Purple** (Spirituality | Life/Intuitive Coaches)

🧐 **Free Tools:**

- **Coolers.co** (Generate palettes in seconds)
- **Adobe Color** (Extract colors from photos)

2. Fonts: Keep It Simple

- **Primary Font:** For headlines (bold and distinctive).
- **Secondary Font:** For body text (easy to read).
- **Avoid:** More than 3 fonts or overly decorative scripts.

Free Font Resources:

- **Google Fonts** (Free, web-friendly options)
 - **Canva Font Pairings** (Pre-matched combinations)
-

Logo, Website & Brand Kit Essentials

(Visual: Side-by-side logo variations, website header examples, and brand kit mockup.)

1. Logo Design (Keep It Clean)

- **Types:** Wordmark (text-only), symbol (icon), or combination.
- **Tip:** Start with a **plain text logo** (Canva/LogoMakr.com) if on a budget.

2. Website Must-Haves

- ✓ **Clear Headline** (Who you help + how).
- ✓ **Professional Headshot** (Smile, eye contact).
- ✓ **Testimonials** (Social proof = trust).
- ✓ **Call-to-Action** (Free consultation? Join waitlist?).

Free Website Builders:

- Card (Simple one-pagers)
- Canva Websites (Drag-and-drop)

3. Brand Kit (Your Visual Rulebook)

Include:

- Logo files (PNG, SVG).
- Color hex codes.
- Font names + usage rules.

- Image style (e.g., “Bright and airy” vs. “Moody and professional”).
-

Examples of Great Coaching Brand Visuals

(Visual: Side-by-side coaching brand examples with breakdowns of what works.)

1. Minimalist & Professional

- **Colors:** Navy, white, gold.
- **Fonts:** Bold sans-serif + clean serif.
- **Use Case:** Executive coaches, business strategists.

2. Warm & Approachable

- **Colors:** Soft peach, sage green.
- **Fonts:** Rounded sans-serif + handwritten accent.
- **Use Case:** Life coaches, wellness mentors.

3. Bold & Disruptive

- **Colors:** Black, neon pink.
- **Fonts:** Heavy modern sans-serif.
- **Use Case:** Youth mindset coaches, rebellious business owners.



Stock Photo Sites for Coaches:

- Unsplash (Search: “Professional coaching”)
 - Pixels (Free diverse images)
-

Pitfalls to Avoid

1. **Too Many Colors/Fonts** (Looks chaotic).
 2. **Competitors** (Lose uniqueness).
 3. **Ignoring Mobile Design** (50 %+ of clients browse on phones).
-

Case Study: Rebranding for Clarity


Before: Generic blue logo, mismatched website fonts.

After: Custom purple/gold palette, cohesive Canva templates.

Result: 40% more inquiries with *"Your brand feels so polished!"*

Your Action Steps

1. **Pick 1 primary color + font pairing** (Use Colors/Google Fonts).
2. **Design a simple logo** (Canva/Logo maker).
3. **Update 1 piece of content** (Email header, LinkedIn banner) with new branding.

 **Want Done-For-You?** Try Shrihan School's **"Brand-in-a-Day" Service:**

 <https://shrihanschool.com/download-resources>

Quote to Remember:

"Design is the silent ambassador of your brand."

— Shrihan School Team

(Visual: "Before/After" brand transformation slides.)

Next Up: In **Chapter 5**, you'll learn how to build a **high-converting online presence**—website, social media, and content strategy. Let's get visible! ✨

Chapter 5: Build Your Online Presence

(Visual: A smartphone, laptop, and microphone showing different platforms—website, social media, and podcast app—with a "CONNECTED" stamp overlay.)

Your online presence is your **24/7 digital storefront**. Without it, even the best coaching brand stays invisible. Here's how to build a **high-converting** and **authentic** presence across platforms.

Website Must-Haves for Coaches

(Visual: A wireframe of a coaching website with labeled sections.)

Your website is your **#1 credibility booster**. Include these non-negotiable elements:

1. Homepage Essentials

- ✓ **Headline That Sells** (Who you help + the result you deliver).
- ✓ **Clear Call-to-Action (CTA)** ("Book a free call," "Join my waitlist").
- ✓ **Professional Photo** (Smiling, approachable, high-resolution).

2. About Page (Your Secret Weapon)

- **Your Story** (Use the Chapter 3 storytelling formula!).
- **Why You're the Guide** (Credentials, client results, not just "passion").
- **Fun Fact** (Humanizes you—e.g., "Coffee addict + mountain hiker").

3. Services/Offer Page


- **Benefit-Driven Headlines** (Not "1:1 Coaching" but "From Confused to Confident in 90 Days").
- **Pricing Transparency** (Or a "Get Started" button if prices vary).

4. Social Proof

- **Testimonials** (Video > Text).
- **Logos** (If you've been featured in the media or worked with known brands).

Free/Cheap Website Builders:

- **Card** (One-page sites, \$9/year).
- **Canva Websites** (Drag-and-drop, free).
- **Squarespace** (Templates for coaches, 14-day trial).

 **Checklist:** "Coach's Website Audit"

 [Download Here](#)

Setting Up Professional Social Media Profiles

(Visual: Side-by-side refined vs. unoptimized LinkedIn/Instagram profiles.)

Platform Selection

- **LinkedIn:** Best for B2B/executive coaches.
- **Instagram:** Ideal for visual storytelling (wellness, life coaches).
- **TikTok/YouTube:** For coaches who love video content.

Profile Optimization Checklist

- ✓ **Handle:** Consistent across platforms (e.g., @ShrihanSchool).
- ✓ **Bio:** Use your **brand statement** (Chapter 3) + niche keyword.
- ✓ **Link:** Direct to your website or Link tree (for multiple offers).
- ✓ **Cover Photo:** Branded graphic with your tagline.

Example of a Killer Instagram Bio:

"Helping introverted coaches land dream clients without sleazy sales.

Free 'Confident Outreach' guide ↓

[Your Link]"

🧠 **Free Resource:** "Social Media Banner Templates" (Canva)

👉 [Grab Yours](#)

The Power of Content (Blogs, Videos, and Podcasts)

(Visual: A content pyramid showing blogs → videos → podcasts as depth of engagement increases.)

1. Blogs (SEO Goldmine)

- **Topics:** Answer client FAQs (e.g., "How to Set Boundaries as a New Coach").
- **Format:** Listicles, how-toes, case studies.
- **Tool:** Use **Google Trends** or **Answer the Public** for keyword ideas.

2. Videos (Builds Know-Like-Trust Fastest)

- **Types:** Short tips (TikTok/Reels), longer tutorials (YouTube).
- **Pro Tip:** Repurpose **one video** into:
 - 1 blog post

- 3 social media captions
- 1 email newsletter

3. Podcasts (Authority Booster)

- **Start Simple:** Guest on others' podcasts first.
- **Format:** Solo episodes, interviews, or client success stories.



Content Idea Generator:

"What's the #1 question my clients ask this week?"



Template: *"30-Day Content Calendar"*



[Download Here](#)

Pitfalls to Avoid

1. **Posting Randomly:** Consistency > frequency. Even 1x/week works if it's valuable.
2. **Ignoring SEO:** Use keywords in blogs/YouTube descriptions.
3. **Over-Editing:** Imperfect content published beats perfect content stuck in drafts.

Case Study: From Zero to 5K Followers

Coach: Mia, a confidence coach for women.

Strategy:

- Posted **2x/week** on LinkedIn (text + carousel posts).
- Repurposed content into **1 YouTube video/month**.
- Ran a **free challenge** to grow her email list.

Result: 5,000 followers in **4 months**, 20+ booked clients.

Your Action Steps

1. **Audit Your Website:** Does it have the 4 must-have sections?
 2. **Perfect 1 Social Profile:** Update bio, photo, and link.
 3. **Create 1 Piece of Content:** Blog, video, or podcast—then repurpose it!
-

Quote to Remember:

"Content isn't king—strategic* content is."*

— Shrihan School Team

(Visual: A testimonial: "I booked 3 clients from one viral post!")

Next Up: In **Chapter 6**, you'll craft a **signature coaching offer** that sells itself. Let's turn your ability into profit! 💰

Chapter 6: Create Your Signature Offer

(Visual: A "golden ticket" mockup labeled "Your Signature Offer" with icons for pricing, testimonials, and a launch rocket.)

Your **signature offer** is your flagship program, the one solution you're known for. It's not just another service; it's a **transformational experience** clients can't wait to buy.

What Makes a Compelling Coaching Offer?

(Visual: A comparison table "Weak Offer" vs. "Irresistible Offer.")

The 5 Pillars of a High-Converting Offer

1. Specific Outcome

- ✗ "Get clarity and confidence."
- ✓ "Land 3 dream clients in 60 days with a foolproof outreach system."

2. Clear Structure

- Duration (e.g., 12 weeks), format (1:1, group, hybrid), and deliverables (workbooks, calls, Voxer support).

3. Urgency or Scarcity

- "Only 5 spots open monthly" or "Enrollment closes Friday."

4. Risk Reversal

- Money-back guarantee, free audit call, or pay-in-installation choice.

5. Social Proof

- Client results (more on this later). 📝 **Exercise:** Audit your current offer using these pillars.

Naming, Pricing & Positioning Your Program

(Visual: A "Name-Price-Position" flowchart with examples.)

1. Naming Your Offer

- **Avoid generic names** like "Coaching Program."
- **Use power words:** Breakthrough, Accelerator, Mastermind, Blueprint.
- **Example:**
 - ✗ "Life Coaching Package"
 - ✓ *"The 90-Day Confidence Accelerator"*

2. Pricing Strategies

- **Tiered Pricing:**
 - Bronze (\$497): Self-study + Q&A calls.
 - Silver (\$1,497): Group coaching + private community.
 - Gold (\$3,497): VIP 1:1 access.
- **Value-Based Pricing:** Charge based on **results**, not hours.
 - *Example:* If your client earns
 - 10K more after collaborating with you, charge.
 - 10K more after collaborating with you, charge—\$5K.

💰 **Worksheet:** "Pricing Confidence Calculator"

👉 [Download Here](#)

3. Positioning (Stand Out in a Crowded Market)

- **Frame your offer as the "missing piece":**
 - "Most coaches teach mindset, but I give you the exact scripts to close clients."
 - **Leverage your niche:**
 - "For introverted coaches who hate salesy DMs."
-

Testimonials & Social Proof for Credibility

(Visual: A testimonial carousel with quotes, photos, and video thumbnails.)

How to Collect Killer Testimonials

1. **Ask the Right Questions:**
 - "What was your biggest win after working together?"
 - "What would you tell someone on the fence about this program?"
2. **Make It Easy:** Send a **Google Form** or record a **quick Loom video**.
3. **Showcase Them Everywhere:** Website, sales pages, Instagram stories.

Types of Social Proof That Convert

- **Case Studies:** "How Sarah went from
 - 2Kto
 - 2 K to 20 K/month."
 - **Before/After Stats:** *"80% of clients book 3+ clients within 30 days."*
 - **Media Features:** "As seen in Forbes, Mind Body Green."
-

Pitfalls to Avoid

1. **Vague Outcomes:** Clients buy **results**, not "support."
 2. **Underpricing:** Low fees attract needy clients; premium pricing attracts committed ones.
 3. **No Proof:** Without testimonials, you're just making claims.
-

Case Study: From

500to

500to**5K Offers.**

Coach: David, a business coach for freelancers.

Before: *"**6-Week Coaching Package**"* (500,2clients/month).

****After**:** *"**The Free lancer to CEO Blueprint**"* (500,2clients/month).

****After**:** *"**The Free lancer to CEO Blueprint**"* (5K, results-focused, 8 clients in 60 days).

Key Change: Added a **30-day "Close 3 Clients" guarantee** and case studies.

Your Action Steps

1. **Reframe Your Offer Name** using power words.
 2. **Set Pricing** (use the worksheet).
 3. **Collect 1 New Testimonial** this week (use the script).
-

— Shrihan School Team

(Visual: A "Before/After" client results graphic.)

Next Up: In **Chapter 7**, you'll learn how to **show up consistently** without burning out. Let's build your visibility engine! ✨

Chapter 7: Start Showing Up Consistently

*(Visual: A calendar flipping pages rapidly with content types popping out—social posts, live streams, blogs—and a "30-DAY PLAN" stamp.) *

Consistency isn't about perfection, it's about **progress**. This chapter will help you build a **realistic visibility habit** without burning out, even if you're just starting.

Create a 30-Day Visibility Plan

*(Visual: A 30-day content calendar grid with color-coded content types.) *

The 3-Pillar Visibility Framework

1. **Social media (3–4x/week):**
 - *Examples:*
 - **Day 1:** Carousel post ("3 Signs You Need a Mindset Coach").


- **Day 3:** Client success story (video or text).
- **Day 5:** Poll or question (“What’s your #1 struggle right now?”).

2. **Lives/Webinars (1x/week):**

- Go live on Instagram/LinkedIn or host a Zoom Q&A.
- *Pro Tip:* Repurpose the recording into **3–5 short clips**.

3. **Blogs/Emails (1x/week):**

- Write a 500-word blog post or newsletter (use Chapter 5 tips).

 **Template:** *"30-Day Content Calendar"* (Pre-filled ideas + tracking)

 [Download Here](#)

How to Show Up with Confidence (Even If You’re Just Starting)

(Visual: A coach hesitating before going live vs. the same coach smiling mid-broadcast.)

5 Confidence Hacks for New Coaches

1. **Reframe Nervousness as Excitement:**

- Say: “I’m not anxious—I’m energized!”

2. **Script Your First 30 Seconds:**

- “Hey [platform] fam! Today we’re talking about [topic]—comment ‘YES’ if this resonates.”

3. **Start Small:**


- Post text-only content first, then add videos.

4. **Focus on *One* Person:**

- Imagine speaking to your **ideal client** (not hundreds).

5. **Embrace Imperfection:**

- “Done is better than perfect. My people need this.”

 **Worksheet:** *"5-Minute Live Stream Prep Checklist"*

 [Grab It Here](#)

Time Management Tips for Content Creation

(Visual: A clock with content tasks like “Batch,” “Repurpose,” and “Delegate” around it.)

1. Batch Everything

- **Weekly:** Dedicate **2 hours** to:
 - Write 3–5 social captions.
 - Film 5 short videos.
 - Outline 1 blog post.

2. Repurpose Like a Pro

- **1 Live Stream =**
 - 3 Instagram Reels
 - 1 Blog Post
 - 5 Tweets/LinkedIn posts

3. Automate & Delegate

- **Tools:**
 - **Canva:** Design templates in bulk.
 - **Later/Hootsuite:** Schedule posts.
 - **AI Helpers:** ChatGPT for caption ideas, Descript for editing.

 **Template:** “Weekly Content Batching Schedule”

 [Download Here](#)

Pitfalls to Avoid

1. **Comparing Your Day 1 to Someone’s Year 5:** Progress > perfection.
 2. **Overcommitting:** Start with **3 posts/week**, not daily.
 3. **Ignoring Analytics:** Check which content gets engagement—do more of that!
-

Case Study: From Inconsistent to In-Demand

Coach: Priya, a new career coach.

Strategy:

- Posted **3x/week** (2 carousels, 1 video).
- We went live **every Tuesday**.
- Repurposed content into a **monthly newsletter**.

Result: Grew from 200 to 5,000 followers in **6 months**—booked out with clients.

Your Action Steps


1. **Fill out the 30-Day Calendar** (link above).
 2. **Commit to 1 Live/Week** (Use the checklist).
 3. **Batch Next Week's Content** (2-hour sprint).
-

Quote to Remember:

"Consistency isn't about motivation—it's about ritual."

— Shrihan School Team

(Visual: A testimonial: "I went from 0 to 10 clients just by showing up!")

Next Up: In **Chapter 8**, you'll learn how to **grow your brand with trust**, email lists, freebies, and authority-building. Let's deepen those client relationships! 

Chapter 8: Grow Your Brand with Trust

(Visual: A "trust thermometer" rising from "Stranger" to "Raving Fan," with icons for email lists, freebies, and media features.)

Trust is the currency of coaching. Without it, even the best offers fall flat. This chapter teaches you how to **systematically build trust**, so clients feel confident investing in you.

Email List-Building Strategies for Coaches

(Visual: An inbox with subject lines like "Your Free Guide Inside!" and "Client Success Story.")

Why Email Beats Social Media

- **You own your list** (no algorithm changes).
- **5x higher conversion** than social media followers.

How to Grow Your List Fast

1. **Lead Magnets:** Give value first (more below).
2. **Pop-Ups:** Use tools like **Convert Kit** or **Mailer Lite** (exit-intent pop-ups convert at 3–5%).
3. **Guest Collaborations:** Swap freebies with complementary coaches (e.g., a mindset coach + business strategist).

✉ **Template:** *"5 High-Converting Email Subject Lines"*

👉 [Download Here](#)

Freebie/Funnel Ideas to Grow Your Audience

(Visual: A funnel graphic with stages: "Freebie" → "Email Series" → "Paid Offer.")

Irresistible Lead Magnet Ideas

- **Quiz:** "What's Your Coaching Superpower?" (Collect emails to see results).
- **Challenge:** "5 Days for Your First Paying Client" (Daily emails + FB group).
- **Cheat Sheet:** "Scripts to Book Discovery Calls Without Being Salesy."

The "Tripwire" Funnel

1. **Freebie:** Give a **high-value PDF** (e.g., "The Confidence-Boosting Workbook").
2. **Email Series:** Nurture with **3 emails** (story + tips + offer).
3. **Low-Ticket Offer:** Pitch a
4. 27–
5. 27–**97 mini-course** to warm leads.

📁 **Done-For-You:** *"5 Plug-and-Play Lead Magnets"* (Canva templates + swipe copy)

👉 [Grab Yours](#)

Authentic Ways to Build Credibility & Authority

(Visual: A "Credibility Ladder" with steps like "Guest Posts," "Podcasts," and "Speaking Gigs.")

1. Guest Appearances


- **Podcasts:** Pitch shows in your niche (use **MatchMaker.fm**).
- **Blogs:** Write for **Medium** or industry sites (e.g., Thrive Global).

2. Leverage Client Wins

- **Case Studies:** "How Maria 10Xed Her Income in 90 Days."
- **Testimonial Videos:** Film clients saying, "Working with [you] was the best decision!"

3. Teach What You Know

- **Free Webinars:** "3 Mistakes New Coaches Make" (collect emails + pitch your offer).
- **LinkedIn Articles:** Share **contrarian takes** (e.g., "Why More Certifications Won't Get You Clients").

 **Worksheet:** "Authority-Building Roadmap"

 [Click Here](#)

Pitfalls to Avoid

1. **Skipping the Freebie:** People need a *reason* to trust you first.
2. **Buying Fake Followers:** Empty numbers don't convert.
3. **Hiding Your Results:** If you help clients, shout it!

Case Study: From 0 to 1,000 Subscribers in 30 Days

Coach: Liam, a leadership coach.

Strategy:

- Launched a **quiz** ("What's Your Leadership Blind Spot?").
- Ran **Facebook ads** (\$5/day) to quiz takers.
- Nurtured leads with **emails** featuring client stories.

Result: 1,200 emails in **30 days** → 15 booked discovery calls.

Your Action Steps

1. **Create 1 Lead Magnet** (Use the templates above).
2. **Set Up a Simple Funnel** (Freebie → Email series → Offer).
3. **Pitch 1 Podcast/Guest Post** This week.

 **Want Our Done-For-Do you Funnel?** Try the "Trust-Builder Funnel Kit":

 <https://shrihanschool.com/download-resources>

Quote to Remember:

"Trust isn't built in a day—but it can be systemized in weeks."

— Shrihan School Team

(Visual: A testimonial: "I booked 5 clients from one webinar!")

Next Up: In **Chapter 9**, you'll get **tools and templates** to streamline your branding—Canva kits, swipe files, and more. Let's make it easy! 

Chapter 9: Tools and Templates for Branding Success

(Visual: A digital toolbox overflowing with icons for Canva, Notion, Flo desk, and templates, styled in Shrihan School's navy/gold palette.)

Building a coaching brand doesn't require reinventing the wheel—just the **right tools** and **done-for-you templates**. This chapter gives you everything to streamline your branding process, saving you hours (and headaches).

Free & Paid Tools for Branding

(Visual: A comparison table—"Free vs. Paid Tools" with pricing and use cases.)

1. Design & Visual Identity

- **Free:**
 - **Canva** (logos, social media graphics, brand kits).
 - **Colors** (color palette generator).
 - **Unsplash** (professional stock photos).
- **Paid:**
 - **Adobe Express** (\$9.99/month – advanced design features).
 - **Flo desk** (\$38/month – email templates).

2. Organization & Workflow

- **Free:**
 - **Notion** (content calendars, client databases).
 - **Trello** (project management).
- **Paid:**
 - **Click Up** (\$5/month – all-in-one workspace).

3. Email & Funnels

- **Free:**
 - **Mailer Lite** (1,000 subscribers free).
- **Paid:**
 - **Kajaki** (\$149/month – courses + websites).
 - **Flo desk** (stunning templates for coaches).

Shrihan School's Top Picks:

- **Best Free Tool:** Canva (design everything in one place).
 - **Best Investment:** Flo desk (emails that match your brand aesthetics).
-

Templates for Bios, Brand Guides & Content Calendars

(Visual: Mockups of a brand guide, bio template, and calendar with placeholder text.)

1. Bio Templates

- **LinkedIn Bio Formula:**
“[Role] helping [audience] [solve problem].
Featured in [media].
Download my free [resource] → [link].”
- **Instagram Bio Template:**
👋 [Your Title]
🎯 [Niche]
🌟 [Freebie or tagline]
👉 [Link]”

2. Brand Guide Template

Include:

- **Visual Identity:** Logo variations, color hex codes, fonts.
- **Voice & Tone:** Writing examples (playful vs. professional).
- **Image Style:** Photo filters, dos/don'ts.

💡 **Example:**

“Shrihan School’s Voice: Warm, empowering, and action oriented. Avoid jargon.”

📎 **Done-For-You Brand Guide:**

👉 [Grab It Here](#)

3. Content Calendar Template

- **Notion Template:** Pre-organized for blogs, social posts, and emails.
- **Google Sheets Version:** Simple drag-and-drop scheduling.

📅 **Free Content Calendar:**

👉 [Download Here](#)

Bonus: Personal Branding Checklist

(Visual: A checklist graphic with checkboxes and a "90% Done" stamp.)

Use this checklist to audit your brand:

1. **Foundations:**
 - ☐ Niche defined (Chapter 1)
 - ☐ Ideal Client Avatar created (Chapter 2)
 - ☐ Brand story crafted (Chapter 3)
2. **Visual Identity:**
 - ☐ Logo designed
 - ☐ Color palette completed
 - ☐ Fonts selected.
3. **Online Presence:**
 - ☐ Website live with core pages (Chapter 5)
 - ☐ Social profiles improved (Chapter 5)
 - ☐ Content calendar filled for 30 days (Chapter 7)
4. **Trust & Growth:**
 - ☐ Lead magnet created (Chapter 8)
 - ☐ Email list set up (Chapter 8)
 - ☐ 3+ testimonials collected (Chapter 6)

 **Interactive Checklist (Fillable PDF):**

 [Download Here](#)

Case Study: From Chaos to Clarity

Coach: Emma, a health coach overwhelmed by branding.


Tools Used:

- **Canva:** Designed her logo and social posts.
- **Notion:** Organized her content calendar.
- **Shrihan School's Bio Template:** Rewrote her LinkedIn profile.

Result: Tripled website traffic and booked 8 clients in **2 months**.

Your Action Steps

1. **Download 1 Tool/Template** and implement it today.
2. **Run the Branding Checklist** to spot gaps.
3. **Bookmark This Chapter** for quick reference.

 **Want All Tools in One Place?** Get the "Shrihan School Branding Vault":


 <https://shrihanschool.com/download-resources>

Quote to Remember:

"The right tools don't just save time—they multiply your impact."

— Shrihan School Team

(Visual: A laptop screen showing a Canva design with the Shrihan School logo.)

What's Next? You've reached the last chapter! Head to the **Conclusion** for your 30-day action plan and a pep talk to launch your brand with confidence. 

Conclusion

(Visual: A winding road with milestones labeled "Niche," "Brand Message," "Community," in navy and gold.)

Recap: Your Brand is a journey, not a Logo

You've learned that branding isn't about picking colors or writing a tagline—it's about **building relationships**. Your brand evolves as you grow, refine your message, and deepen trust with your audience.

Key Takeaways:

- Your **niche** and **ideal client** are the foundation.
- **Consistency** beats perfection every time.
- **Trust** is earned through value, not vanity metrics.

(Visual: A collage of chapter icons—purpose, niche, visuals, offers—forming a circle labeled "Your Brand Journey.")

Action Plan: What to Do in the Next 30 Days

Week 1: Lay the Foundation

- ☑ Define your niche (Chapter 1 worksheet).
- ☑ Craft your ICA (Chapter 2 template).
- ☑ Write your brand story (Chapter 3 exercise).

Week 2: Design & Launch

- ☑ Create your logo and brand kit (Chapter 4 tools).
- ☑ Build/update your website (Chapter 5 checklist).
- ☑ Post 3x on social media (Chapter 7 calendar).

Week 3: Engage & grow

- ☑ Launch your lead magnet (Chapter 8 funnel).
- ☑ Host 1 live session (Chapter 7 confidence hacks).
- ☑ Collect 2 testimonials (Chapter 6 scripts).

Week 4: Scale & refine

- ☑ Audit your brand (Use the Chapter 9 checklist).
- ☑ Pitch 1 podcast or guest post (Chapter 8 roadmap).
- ☑ Celebrate your progress!

📎 **Download Your 30-Day Checklist:**

👉 <https://shrihanschool.com/download-resources>

Encouragement for the Road Ahead

(Visual: A mountain peak with a flag labeled “Your Brand” at the summit.)

You don’t need to be perfect—you just need to **start**. Every post, client conversation, and tweak to your brand is a step toward the thriving practice you envision.

Remember:

- **Progress > Perfection:** A “good enough” brand that launches beats one stuck in drafts.
 - **Your Voice Matters:** No one else can serve your audience the way you do.
-

Join the Shrihan School Community

You don't have to build alone.

Claim Your Free Gift:

📎 **"The Confident Coach's Launch Kit"** (Includes 5 templates + 30-day email support).

👉 <https://shrihanschool.com/download-resources>

Ready to Go Deeper?

Join our **Coaching Brand Accelerator Program** for live workshops, feedback, and a tribe of coaches like you:

👉 <https://shrihanschool.com/download-resources>

Final Quote:

"The world needs your unique gifts. Don't make them wait."

— Shrihan School Team

(Visual: A smiling coach high fiving a client, with the Shrihan School logo and URL in the footer.)

Thank you for trusting us with your brand journey. Now go make magic. ✨

<https://shrihanschool.com>

