



The Unconventional Way to Build a Multi 6 Figure Coaching Business with Sabah Ali

You'll find business advice everywhere, be it on the Internet or in books. But even tried and tested methods when it comes to building a business might not work if it's not right for you. The key is to know yourself, your brand, and your clients and build your business in the unconventional way — or, better yet, your own way.

Sabah Uli, a business coach and founder of Brands That Sell, shares the unconventional way to build your business by discovering your brand essence and building your brand reputation. This activity allows you to reflect on the podcast discussion and apply the knowledge into your own brand and business.

QUOTE TO REMEMBER:

“Your true leadership is gonna show when you can show up, be so passionate about what you’re offering, and still do it when you think ‘no one is watching’.”

Activity: Brand Building and Marketing

What’s the reputation you want to build for your brand? How do you want your customers to perceive your brand?

Why do you think consistency and confidence are important in marketing?

In the table below, write down the things you’re passionate about when it comes to your brand or career and the fears and doubts that are holding you back.

My Passions	My Fears & Doubts

How can you overcome your doubts and fears so that your passion can flow through?

In figuring out your brand essence, it's important to know yourself so that you'll know what will attract others to you. Fill out the table below.

My Personality Traits	My Skills	My Hobbies & Interests
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Another way to find out who you are is to consider other people's perspectives on you. Ask your family, friends, and followers for your strengths and weaknesses (at least five each). Compile their answers and write them down below.

Strengths:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

Weaknesses:

1. _____

2. _____

3. _____

4. _____

5. _____



6. _____

7. _____

Given your answers, what do you think makes your brand magnetic and unforgettable? What's your brand essence?

Give three ways you can express your brand essence in your content.

1. _____

2. _____

3. _____

The usual advice when it comes to pricing your services is to start low and work your way up. But pricing depends on your ideal clients and the programs you're offering. Fill out the table below to find out your ideal pricing.

What stage is your business at?	What programs or services are you offering?	What trends or seasons can tie in to your offers?	What do you think is the ideal pricing for your clients?
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AMBITIOUS ENTREPRENEUR

with Annemarie Cross *Show*

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Marketing on social media platforms can be extremely helpful in building your brand's reputation and attracting clients. In the table below, enumerate your top 3 social media platforms. Then, briefly describe how you market on those platforms and the trends or features you can leverage.

Main Social Media Platforms	Social Media Marketing Strategy	Trends or Features

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What You Will Learn from the Activity

There's no "one size fits all" when it comes to building a business. Each business has a different purpose, message, client, goal — and even your own traits as a business owner will tie into how you can successfully build your brand. This activity aims to help you discover how to build and market your brand in a way that makes sense for you.

First, you'll be considering your brand reputation. Consistency and confidence are crucial, so you'll need to get rid of doubts and fears to truly let your passion shine through.

Then, you'll be figuring out your brand essence. Your personality, skills, hobbies, strengths, and weaknesses all tie into your brand essence — that is, what makes your brand magnetic to your clients. By taking into account your own perceptions of yourself and what other people think of you, you'll be able to incorporate your brand essence into your content.

Lastly, you'll explore pricing and social media marketing. When pricing your programs and other services, consider the stage you're at, the value of your offer, and how much your target clients are willing to pay. On the other hand, social media is a powerful marketing tool that can increase your brand reputation.

It's good to follow expert advice on building a business. But remember that you are your own person, and that has to show in your branding so that your brand will feel more human and your customers will feel connected to you.