

**Show Number: CCS Episode #44**

**Show Title:** [Coaches Connection #44] Grow Your Coaching Practice: 3 no no's to building a unique Signature Brand

**Your Host:** [Annemarie Cross](#)

**Show blurb:**

Hi there, welcome back to Coaches Connection Podcast - this is episode 44. My name is Annemarie Cross, Small Business Marketing & Mindset Coach.

Do you ask the question - How can I grow my coaching practice? What are the secrets that will help me fill my practice? And, what marketing should I be doing to attract new clients. Well, you're in the right place.

Whether you are just starting up your coaching practice or you've been in business a while this podcast is devoted to helping you take your results to the next level.

I'll teach you the right business and marketing strategies you should have in place to communicate your meaningful message in a powerful way so you can stand out and finally grow a successful, profitable coaching practice.

Let's get started...

**Welcome:**

Hi there and welcome to another show.

Do you have difficulty knowing how to stand out from all the other coaches who are working in your field? You've probably heard of the importance of standing out, identifying what makes you unique, and differentiating yourself. But discovering what makes you unique is so much easier said than done.

So-much-so that I often see coaches do one of three things, which unfortunately does not help them build a unique signature brand. It actually does the opposite. So

on today's podcast I want to speak about the 3 no no's to building a unique Signature Brand so you can avoid them.

### **Announcements:**

Before we dive into that - I have a few announcements I'd like to share.

1. Firstly a huge shout out to Antonia Slate – you'll find her over on Twitter @SlateAgency. The Slate Agency Network provides a central creative community to connect, teach, learn and grow. Antonia tweeted out as well as commented over on Facebook about how much she love the podcast – also our Ambitious Entrepreneur Show, which is another podcast I produce. Thank you Antonia – I'm so glad you are enjoying the show. We're all about sharing inspiring, informative content – so getting feedback like that, thrills my heart.

Now, if you'd like me to do a shout out to you just like I have with Antonia – there's a couple of ways you can do that.

Firstly, you can shout out online – but make sure you tag me to let me know otherwise I don't know and cannot say thank you to you.

You can pop on over to [www.ambitiousentrepreneurnetwork.com/ccpconnect](http://www.ambitiousentrepreneurnetwork.com/ccpconnect) Our direct phone numbers there so you can leave a message and I'll play them on an upcoming show. So leave your name; your company name and a brief message about why you like the show. Alternatively, we have Speakpipe there where you can record a message directly from your computer.

And of course, last but by no means least, subscribe to our itunes channel by going over to [www.ambitiousentrepreneurnetwork.com/ccpitunes](http://www.ambitiousentrepreneurnetwork.com/ccpitunes) While you're there rate the show and leave a comment. And share the show with your friends and colleagues. I would so appreciate this as you will help me get this podcast into the hands of as many other coaches and helping them grow their business so they can in turn help as many people as possible. Thank you so much for helping me spread this podcast.

2. The second announcement is if you are someone who does get nervous when attending a networking event, especially when it comes to your introduction and speaking to a group of people - I have a one-day workshop on the 30 October that is a must attend. It's the Banish Networking Nerves – FOREVER Workshop.

Here's what we'll be covering:

- Practical tips on how to control those butterflies and calm your nerves so you can speak confidently and with ease;
- My secret formula on how to create a meaningful and memorable 30-second introduction that will WOW the audience and have them wanting to know more;
- Body language – the power of non-verbal communication and how to inspire
- Microphone Tips and Techniques to capture and maintain your audience's attention from when you start speaking, to when you finish.

Walk away from the day inspired, empowered and ready to stand up and confidently state your introduction with confidence at your next networking event!

So, if nerves get the better of you; you fear speaking in public; or you Despite having gone over and over what you are going to say, you stand up and your mind goes blank, you stumble over your words, and your introduction comes out in a rambling, disjointed and confusing way then this workshop is for you.

Go to [www.banishnetworkingnerves.com](http://www.banishnetworkingnerves.com) to book your seat.

### **Tip of the week:**

For those of you who love to take photos and videos and share them on Instagram as part of your social media and visibility strategy, if you haven't heard of the app PicPlayPost – it's one you'll want to go and check out.

PicPlayPost allows you to include still images (so photos) as well as a video within the same post, and when done well, this is a great way to build visibility. PicPlayPost offers a myriad of combinations and layouts, the only thing is to be mindful that the combination you use isn't going to overwhelm people. For instance, I wouldn't include two videos in the same post as that could become very distracting for

people. But a video and one still image, or even two still images could work really well.

Anyway, check it out. There is a small fee – however if you are looking to build a presence on Instagram this could really add some creativity to what you are sharing with your community there.

PicPlayPost all one word. Check it out on the app store, and if you do end up using it and getting creative – my handle over on Instagram is AnnemarieCoach. Connect with me there and tag me so I can check out your master pieces.

### **Words of Wisdom:**

I started my business well over 19 years ago – in fact it may even be 20 years – my very first business was a secretarial practice and book keeping services. Wow – that seems like such a long time ago. Anyway, the secretarial practice then transitioned into helping people type up their resumes; from there I started up my career coaching practice, which I still have today with a team supporting me. And of course I now also have my Business Coaching practice, which is where I focus most of my time and energy.

When looking back I can see just how much my business has evolved. Thank goodness – because it certainly wasn't always like that!

When I started my secretarial and bookkeeping practice - back then I had no idea about branding and the important steps I need to take to build a successful service-based business. So after printing out a stack of flyers and placing an advertisement in the local paper – I sat back and waited for the phone to ring.

Boy was I disappointed.

While I managed to pick up a few clients here and there, I certainly wasn't creating the strong presence I needed to attract a steady stream of prospects to my door.

And when I did get the occasional enquiry, I would find, more often than not, that I'd have to justify my price and offer a discount in order to win the job.

So not only was I struggling to get clients – I was also struggling to get paid what I was worth.

Disappointment turned into frustration and frustration into exhaustion as I tried everything I could think of to improve my results.

But, even with the increased advertising and more flyers being circulated in the local area – it didn't have anywhere near the impact I'd hoped for.

Fast forward to today and thank goodness I invested in personal and professional development. The lessons I learned from my business coach and mentor were incredibly valuable and showed me where I had gone wrong and what I should have done when I first opened up my secretarial and bookkeeping business.

These are the same steps I took when I evolved my business from a secretarial and bookkeeping service into my career coaching and personal branding for executives business. And, were the same steps I used when I expanded my business to include my work with heart-centred solopreneurs to help them boost their credibility, visibility and hireability so they get noticed, booked and paid what they're worth!

Want to know what that one of the (many) important lessons I learned, which ended up being a pivotal turning point for me personally and in my business?

Learning how to build a strong brand.

In fact, it was the lessons about branding that I learned years ago that prompted me to follow this career path. I was hooked!

I found personal branding (for both executives and solopreneurs) fascinating, and recognised that many service-based solopreneurs were also doing it all wrong and struggling with the exact same issues I had been facing when I first started my business.

So, if you're at a stage in your business where you are branding (or re-branding) your business, here are the top 3 mistakes that you'll want to avoid.

### **1. You try to emulate what other successful people are doing**

I recently tweeted: "Want to build a strong brand? Authenticity and integrity are vital. Don't try to be something you're not. It'll show."

To put this into context, picture this.

One of your competitors has a charismatic, yet controversial style and is known for dropping a few colourful words when voicing her opinion.

She's all about shaking things up and destroying the status quo. If she doesn't like something, she'll tell you so in her usual powerful and edgy manner.

[Note: These are all qualities and characteristics of the Maverick Archetype from the Branding with Archetypes system I use when working with solopreneurs who are going through the branding process].

She has a large following on her social media networks who love her work and her business is thriving. Seeing all of her success and achievements, you try to emulate these qualities and approach in your business.

But guess what?

It's exhausting; it feels awkward; and despite your efforts, you're just not attracting anywhere near the results you had hoped for. In fact, you're still the world's best-kept secret, and you're feeling miserable and frustrated.

No wonder.

Trying to be someone you're not takes an enormous amount of energy.

And, more importantly, it's not the 'real you' that's showing up in your business so of course it feels unnatural and awkward.

The question that was asked in my article: "[Personal Branding – is authenticity really important?](#)" Yes! Authenticity is crucial – especially when it comes to your brand.

That's why when taking my clients through my [Unearth Your Inner Brilliance Branding Programs](#), I ask them over 50 insightful questions about themselves to uncover their unique gifts, traits, characteristics, mission, likes and dislikes.

I'll make sure I put all the links for you in the show notes so you can check them out. Go to [www.ambitiousentrepreneurnetwork.com/ccp44](http://www.ambitiousentrepreneurnetwork.com/ccp44)

Nothing speaks louder and more powerful than when you give yourself permission show up as 'you' in your business.

## **2. You listen to the advice of others**

Despite their best of intentions to provide you with sound branding advice and how to distinguish your services from all everyone else, it's impossible for anyone to truly understand your vision, your values and core beliefs. These are the things that you stand for

– it's the core of who you are and one of the many aspects you should identify as you work through the branding process.

I've been a Personal Branding Strategist for well over a decade and have helped numerous clients over that time define and build a powerful, magnetic Signature Brand.

However, in all those years, never have I told a client what they should be doing with their brand, how they should act, what they should say, or what their brand attributes/strengths, their brand voice, or their brand story should be.

Going through the branding process should involve unearthing essential information about 'you' and what is unique about 'your' brand, not what I (or anyone else for that matter) believe you should be.

My own values and beliefs can cloud a client's true essence, which is why I'll never tell someone what they should be.

Rather, I'll ask the right questions and present them with the right tools to help them unearth their inner brilliance and the key elements that will help them identify the core elements. All of this information will become part of their own powerful, magnetic Signature Brand.

So, when working on identifying key elements for your brand, make sure that whatever you incorporate into your brand is uniquely you and resonates with who you are and what you stand for. Not what someone else has told you how to be.

### **3. You work on all of your external brand touch points but not the core elements of your brand**

The branding process MUST start with you.

The core of your brand MUST reflect vital elements such as your mission, your values and your purpose. Your unique characteristics and key factors that drive you forward with immense passion and why you have chosen the work you do with your clients will influence your Signature Brand and how you will continue to show up in the world.

As Jim Signorelli outlines in his Story Branding videos, the branding process should start with identifying the inner layers of brand. It's the 'why' you do what you do. "It's the cause that you're trying to promote."

Once you have identified these core elements, then you can start to work on the outer layers of your brand such as your logo, brochures, designs and other brand touch points.

Start with the core elements of your brand first and then move onto the outer layers of your brand.

For me, taking the time to work on all these areas made a significant difference in my business. Having a powerful, magnetic Signature Brand has enabled me to get immense clarity and focus and subsequently:

- Position myself as an expert
- Charge a higher fee due to increased perceived value
- Create a powerful, clear and consistent message
- Attract my ideal client
- Create a unique brand that is difficult to copy

And, by defining and building a powerful, magnetic Signature Brand – you can achieve these things too.

Now over to you:

Have you taken the time to define the core elements of your brand? Why are you so passionate about the work you do? Is this reflected in your Signature Brand? Let me know in the comment box below. It's always lovely to hear from you.

Now by the way if this is something you're still working on and you would like some help - I have created a complimentary 10-week course - it's called the Biz Success Series. To access, go to: [www.bizsuccessseries.com](http://www.bizsuccessseries.com)

Here's just some of the things you'll discover:

Key Foundations you MUST have in place if you want to STAND OUT, get more clients AND build a 6-figure (or more) coaching practice. One of the foundations of course is your Signature Brand. I take you through some exercise in the Biz Success Series to get you started.

Money Mindset Breakthrough Secrets: Breaking through unhelpful money habits so you can attract clients who will pay you what you're worth.



Step-by-step simple (yet powerful) Marketing Strategies so you can boost your visibility AND engagement with your ideal client that's easy to do - EVEN if you hate marketing.

**Go to [www.bizsuccessseries.com](http://www.bizsuccessseries.com)**

### **Today's Inspirational Tip**

"When you're always trying to conform to the norm, you lose your uniqueness, which can be the foundation to your greatness." – Dale Archer

Go ahead and give us a shout out - we'll make sure we shout back!

If this was an episode you really enjoyed and got value from, I want to encourage you to head over to iTunes over at [www.ambitiousentrepreneurnetwork.com/ccpitunes](http://www.ambitiousentrepreneurnetwork.com/ccpitunes) and leave a comment and a rating.

I'd so appreciate this as this as this really makes a huge difference and helps me get the message out to as many coaches as possible. And you can play an incredibly important role in helping me by rating, commenting and sharing the show with your friends and colleagues.

If you have a question you would like me to answer in an upcoming show, head on over to:

[www.AmbitiousEntrepreneurNetwork.com/CCPConnect](http://www.AmbitiousEntrepreneurNetwork.com/CCPConnect)

Leave your name, your business name, and your question, and I look forward to answering that for you in an upcoming show.

Till next week, bye for now, this is Annemarie