



Coaching for Business Building

A tailor-made package of coaching/mentoring to help you build your coaching business.

We will use a combination of coaching questions, tools and exercises as well as a sharing of my experiences and knowledge, drawing on a 13-year marketing & branding career, followed by 13 years running my own successful coaching business.

Typical topics include some or all of the following:

- **Values, strengths, drivers**
 - Defining what you're great at, what you love to do and why you do it
 - Your direction and purpose
 - Where are you currently (mis)aligned?

- **Personal branding**
 - Clarity on your offering and superpowers
 - Tone of voice, look & feel
 - Elevator pitch, LinkedIn profile, Bio
 - Verbally articulating your brand and offering

- **Marketing**
 - Defining your audience/ ideal client and where they 'hang out'
 - Exploring marketing tools and channels and deciding what to experiment with
 - Networking: virtual and in-person
 - Future-orienting your network
 - Pricing structures, packages, asking for what you're worth
 - Tracking measures

- **Finding the right fit**
 - Pure coaching or a hybrid/ portfolio career?
 - Balance between marketing and billable work
 - Considering wider life context/ life stage
 - Tuning in to what energises you
 - Building confidence

Sessions are 45-minutes in length (first session is 60 minutes) and cost £135 per session. 10% discount applied to bookings of 5 or more sessions.