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Brand Coach | Designer
Co.Changemaker
Brand Session
Overview

Strong brands are based on authenticity and based on what makes you exceptional.

Let's discuss what makes you great and gets people interested in who you are, why you do what you do and why it matters.

Here are just some of the topics we can discuss in your Brand Coaching Session

Let's extract your X Factor and define your micro niche

What makes you stand out?
What is it that you do better than anyone else?
Which of your skills motivate you?
What core ideas are you known for?
What is your flagship idea that people get talking about?
What do people want to come and see / hear / sense from you?
What are things that you do that are inspirational to you and those around you?
What gets others excited about you?
What kind of things do people want, need and are willing to invest in, that you can provide?
What do you want to be known for?

Your perfect pitch

Once people are engaged by what you do, they will be interested to know some more. This is where you must know your stuff so well that it comes from your heart more so than your mind. We can talk about the six P's for constructing your perfect pitch in a nice logical order, that will enlighten your personal brand and get people enrolled in your vision.

Would you follow you?

We can take a look at your Linked In account and offer some feedback to:

- + Your story
- + Your profile picture
- + Your communication Style
- + Your connections
- + Your reviews

Got an idea of a campaign, project, process or product you want to create or market? Need to bounce some ideas and blue sky a vision you have towards this?

Is there a roadblock holding you back from how you want to create or market your idea? What would be one of the biggest obstacles you feel you need help with?

Remember: when it comes to creation and marketing, you need to be consistent. Lets discuss the way you can develop consistent behaviours in your professional and personal life.

- How can you be creative?
- How to generate content ideas?
- How to be memorable?
- How to show up authentically?
- Do I need to get active with the online world?