

Branding for Life Coaches

What is it?

Why is it valuable?

The Basics

Value Proposition is the Beginning (here's an example):

“Optio” Value Proposition

For *<PC savvy customers with a higher than average photography interest,>* we provide *<high quality digital cameras>* which offer *<innovation, intuitiveness and durability>*

unlike *<Canon, Sony and Olympus>* we provide *<intuitive ease of use, excellent optics & great image quality>* at *<competitive prices>*

May be completed for each segment as well

**How Does your Brand Image relate to
your Value Proposition?**

Brand Image is Your “Personality”, “What you stand for?”

Value Proposition is the value you provide to your clients/customers

The are and should be very interrelated

**A clear Branding and Value Proposition provides clarity to you
and your customers**

Focus for you to tune your services to certain needs

Helps your clients feel they have the best person to help them

Branding Image Development Process

Order of Resolution – Start with Current Ideas and Continually Refine

- **Value Proposition**
- **Target Customer**
- ★ **Prioritized Needs of that Customer**
- Your Brand Image**
- Your Brand Promise**
- Top Substantiating Points**
- Message that is Consistently given to Communicate to each Audience**

Business Example

Messaging Hierarchy

Company Message - PENTAX

- Innovative trusted leader in the production of cameras, lenses, binoculars, scopes and mobile printers.
- For over 80 years, PENTAX technology has developed durable, reliable products that meet the needs of consumers and businesses.

Digital Camera Product Line Top Messages

Innovation

Compact, Unique, Clever, Stylish ID
Sliding Lens Technology

Excellent Optics

Excellent Image Quality
Great Zoom Capability

Durable

Solid, Reliable, Good Value
Take it Anywhere

Intuitive

Smart, Simple, Easy to Use
Great Feel/Usability/Fun/Approachable

Sales Force

Channel

Industry Analysts/Press

Consumers

Happy Snappers
25-65 yrs

Advanced Happy Snappers
35-54 yrs

Prosumers
35-54 yrs

Supporting Detail by Segment/Product

Benefit that meets Prioritized Customer Needs

Rough
Example

Messaging Hierarchy for Life Coaches

John Spencer

- Trusted Advisor for assisting High Tech Professionals make major job changes
- For over 30 years, John has been mentoring those he has worked with as they transition into new roles or changing environments.

Top Messages to Communicate John's Value Proposition

Insightful

Understands this Client, Able to See Issues
Aware of Many other Company Cultures

Honest

Doesn't Mince Words
Direct, to the Point

Helps Create Client Success

Excellent Success Stories & References
Repeat Clients Utilize for him for Personal
Issues

Fast Results

Most Clients have a Workable Plan in
Two Weeks & See Results in a Month

John's
Clients

High Tech
Professionals
45-65 yrs

Beginning
Entrepreneurs

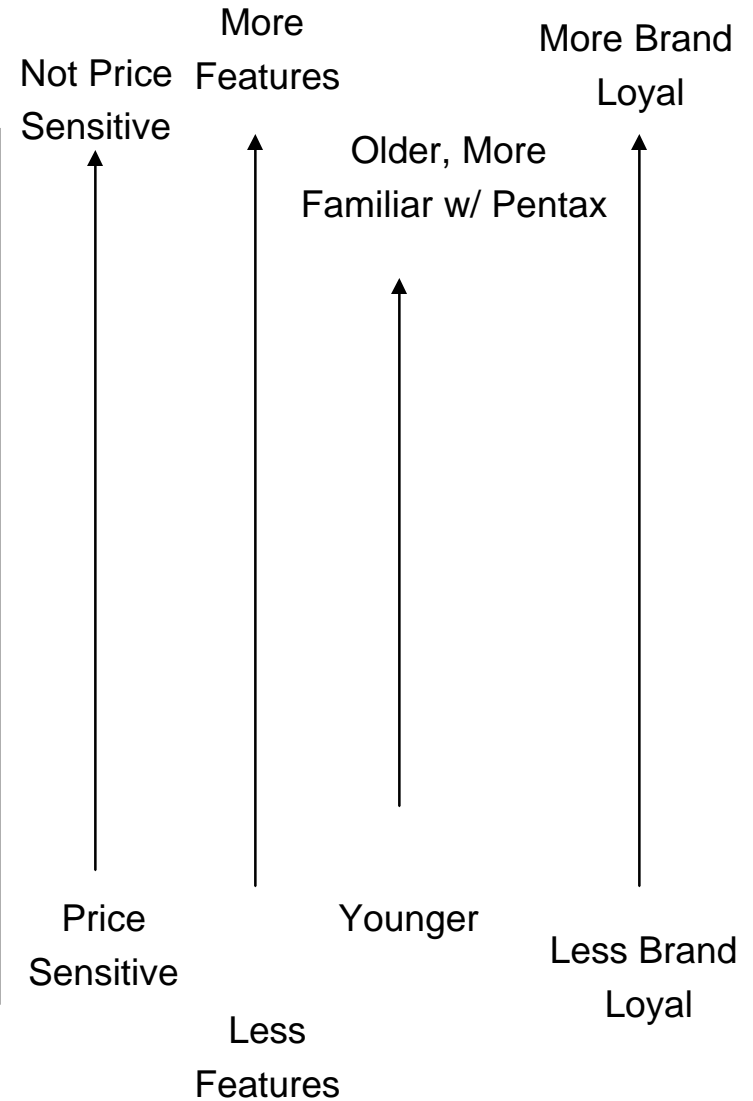
High Tech
Professionals
Wanting a
Meaningful
Retirement

Supporting Detail by Segment/Product

Benefit that meets Prioritized Customer Needs

DSC Customer Segment Comparisons

- **Advanced Digital SLR**
- **Photo Hobbyist (Enthusiast)**
- **Beginning SLR User**
- **Prosumer**
- **Advanced Happy Snapper**
- **Happy Snapper (Photo Mom)**
- **Discriminating Dabbler**
- **Family Archivist**
- **Cool, Hip & Trendy**
- **Adventurer**
- **Light Traveler**
- **Budget Minded SnapShooter**
- **College Students**
- **Teens**



Segment Awareness & Preference Plan

Already Aware of Pentax
Increase Preference here with
one-to-one communication, special
Programs and forums

Focus Advertising here to create
Awareness; Encourage coming to Website;
giveaways and education targeted here to
Get this group to preference for Pentax

Don't target due to low price being
Primary buying criteria

- **Advanced Digital SLR**
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- **Teens.**

Sample Value Proposition for John:

“John Spencer, Life Coach” Value Proposition

For *<former High Tech Professionals making a company job change>*
I provide *<honest, insightful coaching & mentoring>* which helps you
*<create a game plan to be confident and successful
in your new role immediately>*

unlike *<other Life Coaches>* I can relate *<to your background
and that of your new environment>* and provide *< my years of
experience and problem solving capabilities to help you be
the most successful in the shortest timeframe > !*

May be completed for each segment as well

What is John's Brand Image?

What "Personality" is John's Offer to his Clients?

What Does He Stand For?

How Does This Relate to His Value Proposition?

Repeat from Earlier:

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**Branding
Hierarchy
Example**

John's Brand Image

John's Brand Promise

- Trusted Advisor for effectively assisting High Tech Professionals to make major job changes
- For over 30 years, John has been mentoring those he has worked with as they transition into new roles or changing environments.

Top Points to Substantiate his Brand Promise

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Aware of Many other Company Cultures

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Professionals
Changing
Companies
45-65 yrs**

**Beginning
Older
Entrepreneurs**

**High Tech
Professionals
Wanting a
Meaningful
Retirement**

Supporting Detail by Segment/Product

Benefit that meets Prioritized Customer Needs

**Messages
Tuned to
Similar but
Different
Segments**

In Summary

John could create a Brand Name that Immediately Connects To His Value Proposition

His Name May be Best with a Tagline Following

His Website, His Collateral Material should all be Consistent Messages

A Satisfied Customer is Worth Fortunes – Use Them

Word of Mouth is probably biggest Advertising

Continually assess Customer Needs to Tune Your Value!