

**Business Blueprint & Marketing  
Mastery Guidebook 2**

# **Develop Your Story And Your Brand**



**Academy for Coaching Parents International  
Dr. Caron Goode**

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## Introduction

*Eighty percent of success is showing up.*

~Woody Allen

**MINDSET:** When you show up for yourself, your clients will show up for you. When you appreciate your clients, they appreciate you. To have these two guidelines - showing up and appreciating - means that you believe in yourself and know what practical and valuable assistance you can offer parents and families.

**SHOWCASE:** With this in mind, use this guidebook to showcase yourself, to get paid exactly what you are worth for your natural strengths and talents with people. Imagine that you are not selling you as a person; rather, you are selling your strengths and services which can help so many people. You are selling your business. Imagine the people who are looking for you. This guidebook will teach you how to reach them. You need to think outside the box, be creative, brainstorm any and all ideas, and let your heart and head dialogue. This book will help you to discover what sets you apart from everyone else out there and then, how to market that.

**COMMITMENT:** Welcome to the most creative and fun phase of your parenting coaching business. This guidebook provides for you the steps to establish your business based upon proven, successful, entrepreneurial models. This most rewarding work of coaching is providing your passionate services,

classes and coaching into several packages, like gift-wrapped boxes of valuables your clients clamor for. Make a commitment to provide the best, be the best, and enjoy!

**NEED A BREAK?** If you get bogged down in developing your marketing, get on the phone for a coaching session. If you can't "think" about it any more, then don't. Take a breather, go to heart, and sink into your center of harmony. Your heart voice brings emotion or passion back into your message.

The very thought of your coaching business gets the blood pumping through your body, blows your heart wide open, and excites your mind with images and pictures of all the people who need you...just YOU!

## Part I

### Developing a Personal Brand

*Who are you, who who who who?*

*~ Peter Townsend*

**The Lesson's Focus:** In this lesson, you will consider the concept of authenticity, your values, and your uniqueness in developing your personal brand, your mission statement, your vision, and in using them with consistency.



*When we are truly passionate about something, we are contagious.*

*~ Keith Ferrazzi*

In today's business world, we have moved from a strictly business model, to a more entrepreneurial model. In the traditional business model, an office location is obtained, people are hired as needed to help implement the business' strategy, warehouses are built to ship the product, and the annually-reviewed business plan is expedited. Today, home-based businesses have become 50% of the business offerings out there today. They don't require the capital outlay of a strictly brick-and-mortar business model, but they are equally as profitable. You have decided upon the home based business model, and while time-honoured tools like strategic planning, business plans, marketing plans, using technology to move things forward are still very important, one of the most unsung, although "Key" elements of an entrepreneur's business is *the entrepreneur*.

In order to promote yourself, you have to know and be comfortable with who you are as that Key Element – *the entrepreneur*. Your understanding of yourself via your story, the manner in which you present your story, will define you as a coach. You can capture the thinking of others and invite them to your field of expertise with your unique choice of language that comes from the very core of your being, and you have to know what that core IS in order to represent it. You want your message to say "I am uniquely, brilliantly ME, and my messages to you will help you change dramatically in your life."

You want your clients-to-be to say, **"I've just got to work with you!"**

In developing a personal brand, you are marketing your own core – the soul – the passion that rocks your own world and can help them rock theirs. In order to insure sustainable business growth, you want your personal brand to highlight

your uniqueness in your coaching niche as well as demonstrate your astute business expertise, because this is what will get you noticed and sought after. The marketplace is waiting for you to make your mark on it and NOW is that time.

### **Authenticity**

In order for folks to be attracted to you, you've got to show them with words your authenticity in order to be credible. Being authentic means that you implicitly trust who you are, what you know, and the power behind the words you offer to others. Basically, you are comfortable in your skin, and can talk about that comfortably. You are not thinking here about what rank will you have in Google. No, you are thinking about how to communicate authentically what your core, your soul, and your passion are since they are truly only different words to identify your one selfhood.

#### **If you show your authenticity, they will come!**

Authenticity refers to being heartfelt and genuine and works because it is not manipulative. Think about all of those commercials on television that you frequently watch. Do you believe them? Do you rush right out to buy their product? Are you skeptical about their claims? Many of those commercials are manipulative and not heart-based, the model of your new coaching business.

When you are authentic, when you tell your story from your heart using words that say honestly what you have experienced and what you feel – and this is the basis of your business – the main reason you are here on earth – then your



authenticity moves from your heart to another heart with complete acceptance. Authenticity creates that unseen “I don’t know what there is about her, but I like her!”

## An Example of a Heart-based Story

Anastasia Brice, the founder of Assist U, began her life as a Travel Agent and Virtual Assistant. She was fortunate to have been Thomas Leonard’s VA. Since you’re in the coaching world, you may recognize Thomas Leonard as the founder of Coach U, CoachVille, ICF, and a wealth of many more businesses. Anastasia was blessed to have been in his association, and it helped her to become the individual she is today.

Her story is one of heart-based, authentic, visionary insights. It can be viewed here: [http://anastaciabrice.com/about\\_anastacia.html](http://anastaciabrice.com/about_anastacia.html). It’s an extraordinary example of what this chapter teaches. Please read this before you continue in the reading.

When you begin to answer the questions below, think of yourself as a bit of a wild child who hasn’t had any scolding ever. No restrictions. Think of yourself as one who says what she thinks regardless of who hears it. Become *She Who Runs Free Along the Seashore, Singing to the Gulls*. This section is *for you* so that you can find your heart-based voice, so please consider taking all the brakes off when you answer these questions so that **The Authentic You** can express her voice.

## Who Am I?

What's my story? If I look back in my childhood, what one story describes me as "typical?" What's the character and personality I now have based on my behavior from that story that tells who I am at the core of my being? Please consider only this question before you read the rest, as it is core to your discovery.

With the first question answered, now you can refer to it as you move through the remainder:

*What do I have to offer? What skill, abilities, competencies, and approaches were I using even as a child that I have honed and refined now to help others?*

*What are my principles? What values and non-negotiables were there inside me as a child with which I now serve my clients?*

*What unique offering was there in my childhood story that I now bring to my clients that no one else can? What's is the value of my offering to others?*

*What is my approach to the coaching business?*

*What are the benefits I offer?*

*What are the innovations I might provide or bring in my role as a coach?*

Stop for a moment and thank that small child you were who brought such a substantial gift to your life.

### Review What I Wrote

Not to change anything about the heart of your message, please now look at what you wrote and be sure these key elements are functioning perfectly.

- Clarity. The main point behind clarity is “Does your audience understand what you’re saying?”
- Proper Language. I’m not talking about grammar here. I’m talking about heart-based vs. corporate language for sales or marketing.
- Proper Direction. Do your story and its strong purpose tell your target market what you want from them in heart-based language?
- Connecting Emotionally. Is your authenticity in there, shining?
- Passionate. Your passion is transferred via your story. Do the words show your excitement?

### Using What I Wrote

Using your answers and narrative from the **Who Am I** section, now, we can repurpose your story into answers for the following specific questions, because developing your personal brand means tapping into you. Personal branding

involves knowing your unique self, your value, and how you bring that value to your market.

*What do you uniquely offer to your marketplace, your target market, and your client base?*

*How do you present yourself that makes you different from everyone else so that you can stand out and be recognized and remembered?*

*What reputation do you have (or wish to develop) that renders a uniquely valuable product, program, or service for your clients?*

## Developing a Personal Brand

### What is a Brand?

You all recognize many products in the business world by their brand. Here are a few examples:

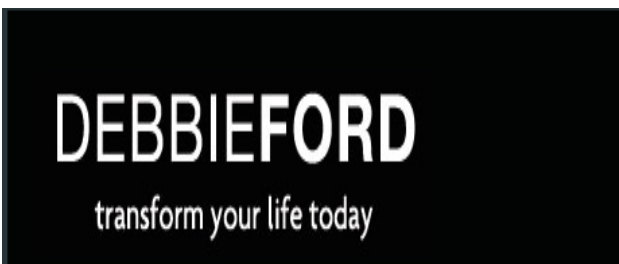


A great deal of investment into marketing these brands has made them easily recognized today.



Several successful coaches have developed their own brands, and here are those examples:

Ali Brown uses her own picture as a brand.



Debbie Ford uses font style to craft her brand.

## What is a Personal Brand?

Simply put, you and your career are your personal brand. Your success is wrapped intrinsically by the manner in which you package yourself and the offerings in your Parenting Coaching practice. Your personal brand includes everything about you from the clothing you choose to wear, to the design of your business materials like business cards and website, to the products you create and market, to how you present yourself in the business world.

Developing your brand is like taking a photo of your passions and enthusiasm and flashing it on a huge billboard in Times Square.

**Example:** ACPI Certified Parenting Coach, Deborah Beasley, knew how to express her passion in her web name and logo. The photograph of hands is the perfect representation of her parenting coaching practice for foster and adoptive families.





## Passions are:

- Values that guide you
- Thoughts that excite you and make you happy
- An ideal of what the result would be if you could be the instrument for change or make a difference
- Hurt that you have transformed into a positive action

**Example:** In this story, I want to share with you how my hurt as a child led to a value that pushed me to be a passionate champion for children, and eventually to the formation of ACPI. My father spanking me with his belt as a child left a painful and indelible humiliation that still makes my body physically cringe remembering it, like ducking to avoid being hit.

To transform this hurt into my passion makes me stand taller, raise up my anger, and shout to the world, “No more beating children. No more!” So I ask myself how would I make this happen. The answer evolved over time of translating a vision of a loving, supporting mentor to parents who could model effective compassion and communication - basically a parent coach in every home. The brand then developed into a heart-centered wisdom model for relationships. HeartWise® people don’t hit others. HeartWise became my brand and ACPI became the vehicle to make that transformation happen.

In joining ACPI, you became part of much more than a business, you became a change agent in a huge movement that is transforming the way parents treat their children.

## **Personal Branding as Your Marketing Tool**

In this section, you will be creating from your heart more information to help you build your own brand and bring it to the market in a heart-based manner that shows you are following your passion, using your unique skills, and providing a valuable service for families.

Building your personal brand is based upon your passions or values, which project your strengths in words and images. Values are the operating principles by which you govern your life and your business. Basically, values are what you stand for in the world – what’s important to you.

### ***Values***

These are the operating principles by which you govern your life and your business.

*A. What are your top five core values?*

- 1.
- 2.
- 3.
- 4.

5.

*How do you see these values impacting or directing your growing new business?*

*For every business decision you consider, ask yourself, “Does this advance, enhance or make known my brand? Is this in keeping with my business values?”*

### ***Consistency***

Consistency is another key to building a strong personal brand. Be consistent in every interaction you have, both in what you say and how you respond. Your brand is developed over time through your networking, making associations, and delivering top-quality value in all services or products. It's developed by the elevator speech you make when someone asks you “What do you do?” It's developed throughout all of your business materials and your continuous use of them. It's reaching into your heart and letting people see who you are authentically and consistently.

Developing your personal brand takes commitment to continually managing it and developing it as you progress. One way to insure you are consistent in your branding is to develop the vision of your brand as it progresses through the business stages.

## Your Vision for Your Future

Begin with the end in mind: your vision. How do you want your business to look at the end of one year's work? Are you able to see three years in the distance? Having trouble believing it? Can you envision your business in a year from now? Even a three-month goal is fine if it inspires you to be strategic. Remember, goal setting requires decision-making. While making a decision is simple, sticking with it is what counts. Don't let the voice of fear make your vision smaller than what you truly want. You'll be taking small steps, but only one at a time, and you CAN achieve whatever vision you care to craft for your coaching practice.

What would you want to be different in the world that you are passionate about? In other words, if your passion is about *no more child abuse because you were abused*, how can you weave your personal brand, the words you used to describe it, and the values you hold dear into one business description that will change some aspect of the world?

What would you want to do something about? Is there something near and dear to you that, because of your own experiences, formed you into the individual today who has precisely the knowledge to free yourself from that one something? Can you weave it into your personal brand statement, add in your values, and create your business around it?

These questions provide food for thought for you to write several versions of your vision – play with it – brainstorm.

**Example:** *“McDonald’s vision is to be the world’s best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness, and value, so that we make every customer in every restaurant smile.”*

## **Your Personal and Business Mission Statements**

Author Stephen Covey tells us in *7 Habits of Highly Effective People* that *“Creating a Personal Mission Statement will be, without question, one of the most powerful and significant things you will ever do to take leadership of your life. In it you will identify the most important roles, relationships, and things in your life – who you want to be, what you want to do, to whom and what you want of give your life, the principles you want to anchor your life to, the legacy you want to leave. All the goals and decisions you will make in the future will be based upon it. It’s like deciding first which wall you want to lean your ladder of life against, and then beginning to climb. It will be a compass – a strong source of guidance amid the stormy seas and pressing, pulling currents of you life.”*

Write your **personal mission statement** about what you are ready, willing and committed to be for your clients. (Note: this should only be about you.)

Below are some guidelines and example for writing your **business mission statement**.

A mission statement answers three key questions:

1. What do you do? (I help, I serve, I coach, I teach, I care, I educate, I help \_\_\_\_\_ transform)
2. For whom do you do it? (Professional moms, parents of divorce, dads, teens, parents with special needs children, families who...)
3. What is the benefit? (Find peace within, solve sibling rivalry, connect with your adopted child, focus teen's time and strengths, learn new parenting skills, adapt to new step family)

**Examples** – *the number next to the phrase denote the answers to the three questions above*

1. Google's mission is (1) to organize the (2) world's information and make it (3) universally accessible and useful.
2. ACPI's mission is (1) to produce first class, leading-edge parenting coaches who (3) demonstrate effective heart-wise attitudes and actions (2) that parents and families can model

Next, write your mission statement for your coaching business:

## Manifesto

If you are marketing on line, then a better visual for your values and commitment can be portrayed in a manifesto.

## The Challenge

When you meet a new person, she might ask what you do. Professionals are trained to respond from the elevator speech, which refers to two people entering the elevator. One asks the other, “What do you do?” The respondent has three minutes to reply with a succinct answer - hence the one-sentence elevator speech: *I coach helping professionals become parent coaches and develop a successful home-based business.*

The elevator speech works, and in today’s multi-media world, you need to be bolder and brighter. Someone seeing your website or Facebook or Linked-in pages takes in color, image, words, white space, and forms an immediate impression.

Yet, what do you stand for? How do you convey your passion? What value do you give to others? Moreover, how will you convey this to others?

## **Ta Da! The Manifesto**

Whoever started this online fad did us all a favor in moving us away from the humble elevator speech and tag line to the visual display of passion and purpose. Your manifesto is unique to your heart’s goals and your life journey.



## The Solution – Get Inspired!

Your manifesto can reflect your personal values and commitments. Make one for your personal integrity and make another for your professional role or combine them. What you create is for your coaching business and philosophy.

With that in mind - the Manifesto Presentation 1 describes what a manifesto is and how it represents you. **Please see PDF of Manifesto 1**

The Manifesto Presentation 2 is a series of open-ended questions or statements to finish. Hopefully these will conceptualize what you offer to clients and provide some words to make that offer concrete. **Please see PDF of Manifesto 2**

Later these same words become part of your business planning and marketing. For now, let's keep the focus on you and the value you bring to clients.

To spark some inspiration, here are pages of manifestos to review.

<https://www.pinterest.com/search/pins/?q=manifestos>

<http://www.lifehack.org/articles/lifestyle/10-awesome-inspirational-manifestos.html>

<https://www.pinterest.com/lilgreenie/inspiring-brand-manifesto/>