

# 5 MOST COMMON

## BRANDING MISTAKES

COACHES, HEALERS  
CONSULTANTS MAKE

ATTRACT  
CLIENTS ONLINE



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# MOST COMMON BRANDING MISTAKES

COACHES, HEALERS, AND CONSULTANTS MAKE

Once you get a good name and logo, you're off and running as a coach, right?

## **Not even close.**

Creating a great brand as a coach is actually MORE difficult than creating a brand for a product-based company, or brick-and-mortar company. There are two reasons this is challenging.

## **BECAUSE AS A COACH, YOU'RE SELLING THE INTANGIBLE: YOU'RE SELLING TRANSFORMATION.**

While offering your services as a package or program can help make your services seem more tangible, you're still delivering something that doesn't have a physical outcome.

The second reason is that most people, except for other coaches, don't understand transformation. You have to overcome someone's natural disbelief that she can change, even if there is a desire to do so.

## **YOUR BRAND PROBLEMS CAN HOLD YOU BACK.**

Significantly. Having a poor brand as a coach can keep you from getting clients, and limit your income. You won't be able to charge as much, and you'll spend more time trying to market and sell your services.

What distinguishes a great brand for a coach or healer from a poor one? **2**

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**Here are the top 5 branding mistakes coaches and healers make - are you making any of these?**

## **MISTAKE #1: MAKING IT ABOUT THE COACH**

Unless you're vying for 'guru' status, having your website or your brand be all about you won't get you clients. People aren't interested in you, until they understand what you can do for them.

Here's an example of this from a badly-branded coach's website. (The coach may be fine, but the brand isn't.)

### **EXAMPLE:**

"I am a Personal Life Coach, Living Your VISION© Coach, Spiritual Mentor and eternal Learner. Using experience gained as a successful professional in the business world for 30 years, mother of two adult children and a seasoned Mentor, I accompany my clients as their collaborator on their journey of discovery. After 16 years as partner of a 20-person accounting firm, I now happily declare myself a recovering CPA. I am a Certified Professional Coach (CPC) having received my training from the Academy of Coach Training, Now Invite Change, an International Coach Federation accredited school. I have completed advanced training in Alan Cohen's Coach Training Program..."

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## MISTAKE #2: TRYING TO SELL COACHING

There are some people who understand that they need a coach.

Sports figures. Maybe C-suite execs who have been told 'everyone's doing it'.

Not most people, and not most people you want to serve.

### EXAMPLE:

#### Personal Life Coaching

Personal Life Coaching is just that: personal. It's about you creating your life from choices made in alignment with your deepest values and guiding principles. Life Coaching is based on the belief that you are whole and complete, resourceful and creative. I am your partner who provides support, insight, tools and strategies to help you access your inner wisdom. The process is designed to assist you in recognizing what is holding you back and move beyond it. It is about you creating...

If you're trying to explain what coaching is, and keep people's attention, and then sell yourself in the mix, you're working WAY too hard.

[Check out this 12-minute training for what to do instead!](#)

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## MISTAKE #3: NO SPECIFIC TARGET MARKET

“I can help everyone, from college students to grandparents’ hurts you in your brand, and your marketing.

Think about it: If you’re a 30-something professional mom looking for someone to help her navigate how to balance her career and her new baby, would you turn to someone who’s talking about college students and grandparents?

Probably not. If you don’t have a specific target market, your ideal client doesn’t know that you’re the answer to her prayers.

Face it, transformation, as wonderful as it is, occurs to many people as snake oil. The changes you can make in someone’s life hardly seem real before they happen, so the more specific you can get about your target market, the more believable you’ll be.

## MISTAKE #4: JACK OF ALL TRADES

This is closely related to mistake #3 about the target market. If you say ‘I’m a life, career, and business coach’ you don’t sound credible. It’s like saying ‘I can perform surgery, help you renovate your home, and I make strawberry jam.’

If you have multiple super-powers, that’s awesome! But the phrase ‘jack of all trades’ usually goes along with the phrase ‘and master of none’.

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People won't believe you're a capable expert if you're a jack of all trades. You're better off branding in a way that establishes a claim of mastery in one area. Then you can attract people looking for an expert in that area, and command top-dollar for your services.

## **MISTAKE #5: DESCRIBING THE PROBLEM, NOT THE PAIN**

Particularly with coaching and healing work, the presenting pain that your client is experiencing is usually not the same as the underlying problem.

Unfortunately, since your potential clients don't have your expertise, speaking to them about the underlying problems just means that you confuse them.

For example, an inability to sleep at night (pain) could be caused by emotions (problem) or hormones (different problem).

So your brand should talk about the pain (not sleeping at night) rather than the different problems that COULD be causing that pain.

Most coaches and healers go into describing the underlying problems immediately, leaving people unsure about what they deliver. This keeps you from attracting clients, and keeps people from referring you.

One great example of this happened to me at a networking event. A woman walked up to me and said 'Are your organs in balance?' I had no idea what she meant, but wondered if I'd had a wardrobe malfunction. It turned out she was a naturopath, and was trying to establish her expertise. If she asked instead 'How's your energy? Getting enough sleep?' I might have been interested in her services. Instead, I walked away unclear about what she could do for me. (I didn't feel a need for balanced organs – probably my bad!)

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How many of these mistakes are YOU making? (If you answered none, good for you! And there are more - these are just the top 5 :-)

[Watch this 12-minute video to see the 2 branding types that DO work for coaches and healers!](#)

## ABOUT PAMELA BRUNER



**Pamela is a sought-after business coach, author, and speaker with a history of groundbreaking successes in the transformational industry.** After removing her own discomfort with marketing and sales, Pamela built her business from \$375/month to \$1,000,000 in less than 3 years. She specializes in working with conscious entrepreneurs to build six and seven-figure businesses by combining effective marketing strategies with cutting-edge mindset tools.

Pamela created Attract Clients Online, a social media marketing agency, to support other transformational entrepreneurs like coaches, healers, speakers, trainers, and authors. She helps them introduce their brands to worldwide audiences while being well-rewarded for their transformational gifts.