



THE COACHING  
INSTITUTE

# MAKE-IT-HAPPEN MARKETING BOOTCAMP

---

YOUR BRANDING TEMPLATE

# THERE IS A SECRET **TO SUCCESS**

---

– BE WILLING TO GIVE AND  
RECEIVE IN EQUAL AMOUNTS  
AND ALWAYS **REMEMBER**  
THAT THE  
**GIVING COMES FIRST**

*Sharon Pearson*



## #1 BUSINESS NAME


### ***Pro Tip***

- ☐ If you don't have a business name yet use your name to get started.

## #2 LOGO


### ***Pro Tip***

- ☐ If you don't have a logo yet, use your business name in a Sans Serif Font



### #3 COLOUR SCHEME


#### ***Pro Tip***

- ☐ PERSONAL COACHING = ORANGE
- ☐ HEALTH = GREEN
- ☐ BUSINESS = BLUE



## #4 HEADSHOT


### ***Pro Tips***

- ☐ Smiling Warm Chocolate
- ☐ Professionally Shot or Shot in front of a blank wall with your Phone
- ☐ No Zoolander Blue Steel

## #5 TESTIMONALS X3

1)

2)

3)

### ***Pro Tip for getting Testimonials***

- ☐ Ask in your Triad Coaching Sessions
- ☐ Ask in your Pro Bono Coaching Session
- ☐ Ask in your Paid Clients
- ☐ Follow the Template (Ultimate Business Guide Page: 210 - 212)



THE COACHING  
INSTITUTE

---





**THE COACHING  
INSTITUTE**

THE COACHING INSTITUTE

Suite 40, 37-39 Albert Road,  
Melbourne, VIC 3004,  
Australia.

**Phone:** 1800 094 927

**Fax:** +61 3 9645 7002

**Email:** [timetoact@thecoachinginstitute.com.au](mailto:timetoact@thecoachinginstitute.com.au)

**Website:** [www.thecoachinginstitute.com.au](http://www.thecoachinginstitute.com.au)

Edition 1 | Version 1 | 2019  
Published by The Coaching Institute

Copyright 2019 © The Coaching Institute

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by information storage and retrieval system without permission in writing from the publisher.

In some instances, people or companies portrayed in this book are illustrative examples based on the author's experiences, but they are not intended to represent a particular person or organisation.

Connect with WOW Team today on **1800 094 927**  
to get advice on whether coaching could be the  
right path for you.


LEARN MORE ABOUT BECOMING A SUCCESSFUL COACH

REGISTER FOR YOUR COMPLIMENTARY  
'GETTING STARTED AS A LIFE COACH' GIFT PACK VALUED AT \$197  
[www.thecoachinginstitute.com.au/gift](http://www.thecoachinginstitute.com.au/gift)

ACCESS FREE COACHING CONTENT & RESOURCES  
[www.thecoachinginstitute.com.au/resources](http://www.thecoachinginstitute.com.au/resources)

EXPLORE COACHING COURSES & ACCREDITATIONS  
[www.thecoachinginstitute.com.au/courses](http://www.thecoachinginstitute.com.au/courses)

SUBSCRIBE TO THE SUCCESSFUL COACH MAGAZINE  
[www.thecoachinginstitute.com.au/magazine](http://www.thecoachinginstitute.com.au/magazine)



# CURIOUS TO LEARN MORE ABOUT BECOMING A SUCCESSFUL COACH?

Remember the Wow Team is here for you, to support you, challenge you, champion you, and help you take your coaching journey to the next level.

Connect with the **Wow Team** today on

**1800 094 927**