

Masterclass 1



BUILDING YOUR HIGH-TICKET

COACHING BRAND

VIP *Masterclass* SERIES

WORKBOOK

WELCOME to this masterclass...

BUILDING A HIGH-TICKET COACHING BRAND

Building a high-ticket coaching brand really is a lot simpler than you might think.... notice I said "simpler" and not EASIER?

That's because while it IS simple to do it's often not easy.

The reason for this is because it calls on you to not only DECIDE on but also CLAIM the title of High-Ticket Coach.

It's more of an attitude than anything else.

Don't believe me?

I went from charging \$2K to \$26K for my coaching services in the blink of an eye because I DECIDED to.

The difference in me as a coach / human?

I began to see and understand my TRUE value.

And I stopped listening to the story I was telling myself about "one day" and just made my mind up that today was the day.

Then I elevated everything about myself and my brand and have continued to do so ever since.

You can too.

I'm about to show you how :-)

M x

How To Position Yourself As A High-Ticket Coach & Gain Respect Quickly.

Know your sweetspot and stay in your lane.

What's your sweetspot?

Craft your signature offer on your sweetspot big promise.

What's your offer?

What's your big promise?

Share what you know with confidence and conviction.

What do you know?

How To Build Your Brand Authentically THEN Elevate It.

Remember who you are at your best.

Who are you?

Remember what you're capable of.

What are you capable of?

Keep your values in mind.

What's important to you?

How To Build Your Brand Authentically THEN Elevate It.

What does it look and feel like when you're being your most authentic self?

How can you reflect this in your brand?

What does this look like elevated?

Finding Your Brand Style Sweetspot.

Close your eyes and think about your brand right now.
What do you love about your brand?

What are you embarrassed about?

Do you have brand envy....if so which brands do you love?

If you could start over again, knowing what you know now, what would your brand look like / feel like / reflect?

How To Create Brand Consistency & Why It Matters.

YOUR BRAND FONTS:

YOUR BRAND COLOUR CODES: