

WORKBOOK



Orla Scott - Inner
Compass

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A NOTE FROM THE AUTHOR

Welcome to the Coach's Couch Branding Reflection Workbook.

This workbook is a reflective and practical exercise on getting clarity on your identity and brand as a coach, the services you want to offer and your unique client service.

It is designed to supporting you in understanding your coaching voice, how you want to interact with clients and what you offer them at various stages of the coaching journey.

Once you have clarity on the various pieces as outlined you will be able to craft your messaging and offering to ensure consistency of experience for yourself and your coachees. You can flex, adapt and enhance your offering as you progress. This workbook is a starting and not a finishing point.

Enjoy the reflection and enjoy stepping into your future coaching identity.

Orla

Orla Scott
Founder of Inner Compass
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SECTION ONE

SUBTITLE GOES HERE

SECTION INTRODUCTION

I started the Coach's Couch as a Coaching Supervisor to enhance the business aspect of my supervision clients and to support them in gaining clarity on the depth of their practice but also to equip them with the important aspects of their coaching presence as they step out into the coaching world.

Before we move to the reflective and question section I want you to consider what this process means to you and your commitment to the time and effort it takes to fully engage with the exercises.. You have made a valuable first step on developing your coaching practice and the type of clients you would like to attract and work with. The most crucial part of this process is your mindset around why you are undertaking this work. The work that you do will really pay off in shifting to where you want to be and navigating and implementing the focus that you want to have around your coaching presence, identity and practice. . And it is YOUR Coaching Practice. Not what pleases anyone else other than your future coachees and your inner wisdom as their coach.....

You have taken an important first step and would invite you to really understand that this is your opportunity to make significant changes to how you show up as a coach in this amazing universe of ours. So.....are you ready? Spread your wings wide and let's begin.



WORKSHEET 1

EXPLORING THE FUTURE

Q1: What are the core values of your coaching business?

Q2: What is your tone of voice - serious, earnest, cheeky, reassuring etc?



WORKSHEET 2

CLIENT ACQUISITION

Q1: Who do you want to target?

Q2: What specific attributes in a client are you targetting?

Q3: Why should a client choose you over any other coach?

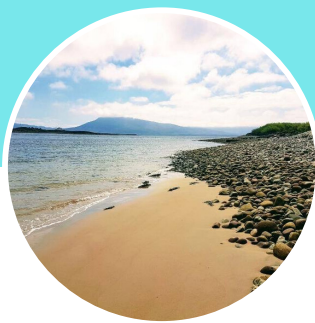


WORKSHEET 2

CLIENT ACQUISITION

Q4: What are your points of differentiation/value proposition

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IDEAL CLIENT

WHAT ARE THE KEY ATTRIBUTES OF YOUR IDEAL CLIENT - DESCRIBE THEM
IN DETAIL

A large, empty rectangular box with a light gray background, intended for writing the description of the ideal client.



WORKSHEET 3

CLIENT OUTCOMES

Q1: What core issues are you solving for them?

Q2: What outcomes can they expect when they work with you?

Q3: What will be the significant changes will they be able to implement in their lives if they work with you as their coach?



WORKSHEET 3

YOUR MESSAGING

Q1: What are you going to talk to them about through your marketing (in conversation or in media?)

Q2: What are your pillars of content - not always exactly what you do but where you add value?

Q3: How can you develop your client base and how can you provide value for your clients



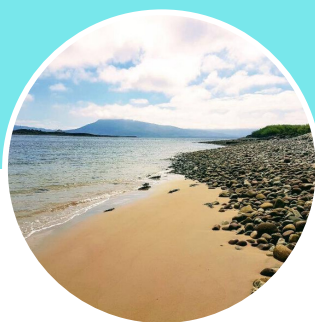
WORKSHEET 4

YOUR MESSAGING

Q4 What channels are you going to communicate on?

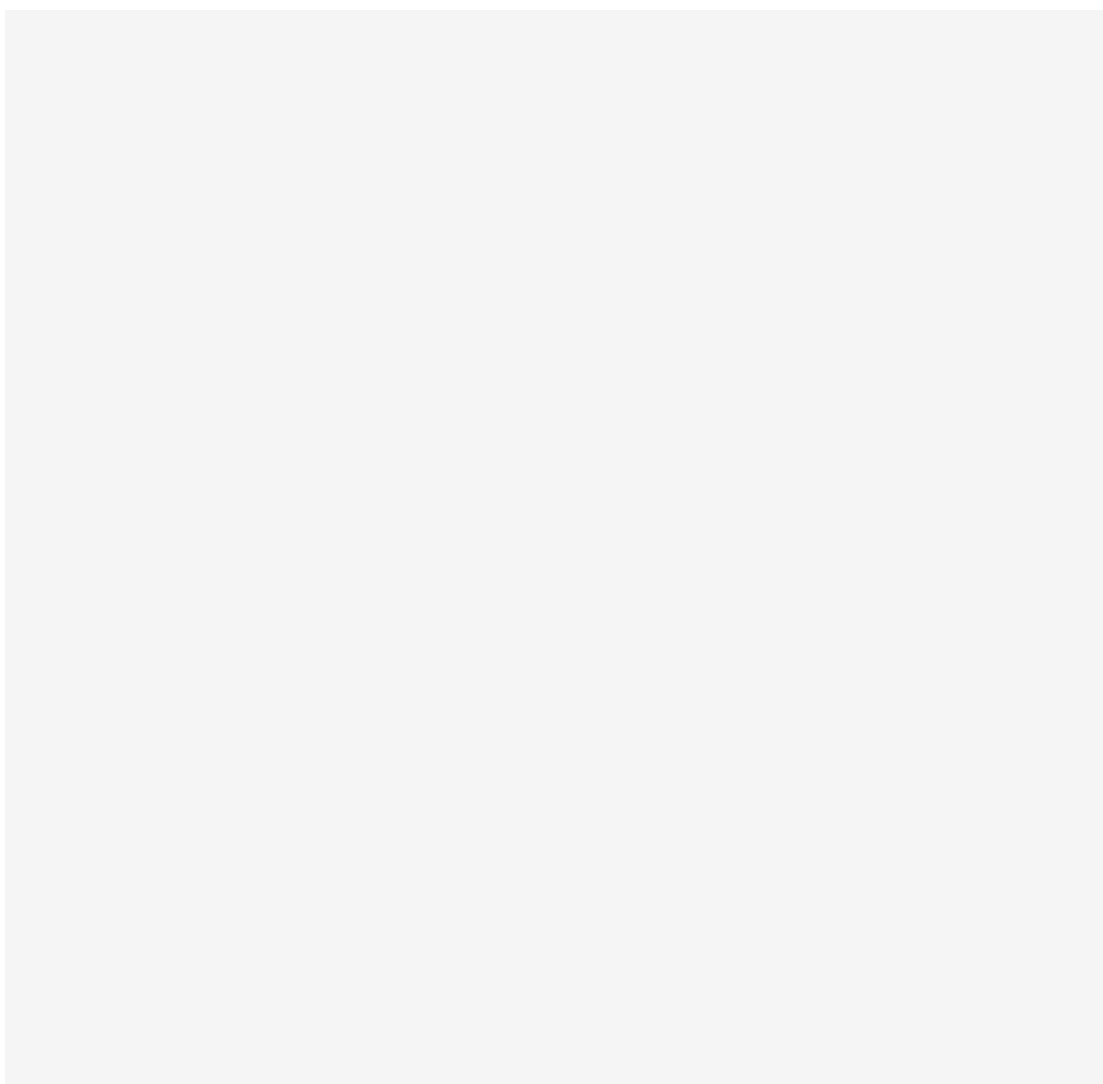
Q5? Why are you choosing these platforms and how do they connect with your coaching voice and brand?

Q6: Outline some examples of content that would be in line with your coaching practice, voice, brand and client outcomes



MY COACHING PRESENCE

MY REFLECTIONS AND INSIGHTS





MEET THE AUTHOR

ORLA SCOTT

I was born and raised in Dublin and I live with my husband Brian and our mile a minute dog Jodie. I enjoy good food, good wine and my passions are oil painting, gardening and swimming. I spent 20 years in corporate life in financial services, IT and not for profit organisations. I value reflective time and living by the sea facilitates this. I particularly enjoy travelling and have visited many parts of the world which informs my curiosity around cultural diversity and the ability of humans to pivot and transform.

“Be the energy you want to attract.....”

HAVE QUESTIONS?

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**THE FUTURE
BELONGS TO
THOSE WHO
BELIEVE IN THE
BEAUTY OF
THEIR DREAMS.**

ELEANOR ROOSEVELT