

BUILD AN  
IRRESISTIBLE  
BUSINESS BRAND BY  
UNLEASHING YOUR  
AUTHENTIC VOICE

Presented by Darlene Hawley



WHAT I WANT  
FOR YOU  
TODAY IS TO...



- Illuminate the three key components of a profitable online business so you can finally start attracting more clients and make consistent money
- Stop comparisonitis, reclaim your voice, and start showing up as your true, authentic self
- Explore how using stories in your messaging allows you to connect at a deeper level and build likeability and trust
- Craft a message and brand that highlights the value you bring to the world so dream clients want to work with you

# PRIOR TO BECOMING A COACH

- Spent 10 years in Operations, HR, Training & Development in Retail Management
- Felt this pull to find a way to balance family & career as a single mom
- Led conversations around speaking up and using your voice
- And, struggled for the first few years as a coach because I was all over the place in my messaging



darlenehawley.com Online Business Coach

# POLL QUESTION

WHAT DO YOU SEE AS THE #1 REASON  
MOST PEOPLE STRUGGLE TO BUILD A  
PROFITABLE COACHING BUSINESS?



# How to Create an Irresistible Business Brand



## **BUILD A PERSONAL BRAND**

... a personal brand that your audience connects and resonates with that inspires them to take action allowing you to stand out online and build a business that feels amazing to you.



## **CLIENT ATTRACTION MARKETING**

... a marketing plan that will attract your clients and make it crystal clear what you should be focused on each day to increase your visibility for your business in under 30 hours each week.




## **PROFITABILITY PLAN & SYSTEM**

... a sales system strategy that give you the confidence and clarity to be authentically you and turn prospects into clients allowing you to build raving fans and create a business and life that you love and makes you money.



## Self Reflection

1. Which of the 3 areas do feel you are the strongest?
  2. Which do you want to give more attention to in the coming year?
- 



IT STARTS  
WITH YOU!!!



HOW DO YOU WANT TO SHOW UP, SPEAK UP  
BE VISIBLE AND MARKET YOUR BUSINESS?

# SHARE YOUR STORY





Share Your Story

MORE LIKELY TO REMEMBER YOU WHEN YOU.  
SHARE STORY IN EVERYTHING YOU DO


22X

What are the stories in your life that  
you need to share to connect with your  
dream clients?

# MAGNETIC CORE MESSAGING



# Craft your Core Message by writing a Story Summary Hook



**HI I'M** (NAME)

**AND I'M A** (TITLE)


**I'M PASSIONATE ABOUT** (WHAT DO YOU WANT TO BE  
KNOW FOR IN YOUR WORK)

**I REMEMBER** (TELL A STORY IN A SENTENCE OR TWO  
THAT CONNECTS TO THE WORK YOU WANT TO BE KNOW  
FOR)

**NOW, I SUPPORT** (WHO IS YOUR IDEAL CLIENT AND HOW  
DO YOU HELP THEM)



# It's time to introduce yourself and sum up your expertise



HI I I'M DARLENE HAWLEY AND I'M A PERSONAL BRANDING & ONLINE BUSINESS COACH.

I'M PASSIONATE ABOUT THE POWER OF SHARING YOUR STORY TO BUILD A PERSONAL BRAND.

I REMEMBER WHEN I FIRST STARTED SHARING MORE STORIES IN MY BUSINESS, IT WAS LIKE A LIGHT BULB WENT OFF FOR ME AS I SAW THE TRANSFORMATION WITH THE PEOPLE THAT I WAS NETWORKING WITH WHEN I TOLD A STORY, THEY UNDERSTOOD WHAT I DID AND HOW I SUPPORTED MY CLIENTS. THAT'S WHEN I KNEW I WAS ON TO SOMETHING AND I NEEDED TO SHARE MORE OF MYSELF THROUGH STORIES.

SO NOW, I SUPPORT COACHES, EXPERTS, LEADERS & ENTREPRENEURS TO ATTRACT THEIR DREAM CLIENTS AND STAND OUT ONLINE THROUGH THE POWER OF SPEAKING UP & STORYTELLING.





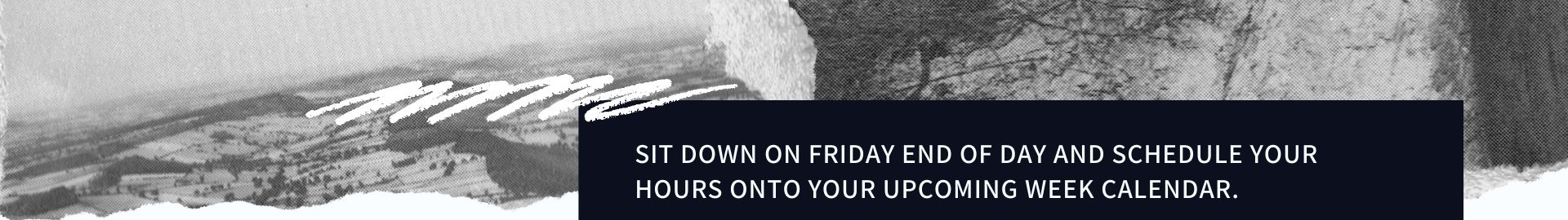
# ATTRACT YOUR PEOPLE



**Pick 5 Strategies & Spend 5 Hours a Week Working On Them.**

# Pick 5

- Write a blog/newsletter
- Guest post on blogs
- Share your content on Pinterest
- Create a YouTube channel
- Start a podcast
- Pitch yourself to podcasts
- Book virtual seeking opportunities
- Host a virtual summit
- Host a webinar/masterclass
- Reach out to local media
- Collaborate/Cross promote with others
- Attend virtual networking groups
- Network on social media
- Send friends & family emails
- Follow up with warm leads
- Coffee chat with peers/alliance partner



SIT DOWN ON FRIDAY END OF DAY AND SCHEDULE YOUR HOURS ONTO YOUR UPCOMING WEEK CALENDAR.

GIVE YOURSELF GRACE AND BE FLEXIBLE AS NEED IF THINGS DONT GO AS PLANNED.

BE CONSISTENT WITH SHOWING UP FOR AT LEAST 90 DAYS BEFORE CHANGING YOUR MARKETING PLAN. IT TAKES TIME!

5 HOURS  
PER WEEK!



THANK  
YOU!!!!



**Download Your Free Gift**

***6 Steps to Attract & Stand Out Online***

**A digital roadmap so you can start making  
more money in your coaching business!**

**<https://bit.ly/attractandstandoutonline>**

**[darlenehawley.com](https://darlenehawley.com)**

**Personal Branding  
& Online Business Coach**

**Connect on LinkedIn @darlenehawley**