



Certified Life Coach &
Accountability Partner



Brand Brilliance Strategy



Coaching with Nicole

Positioning Statement, Unique Selling Proposition, Elevator Pitch (first thing people see on your website and how you introduce what you do).

Through feminine life coaching, I help millennial professional women build confidence and unearth hidden challenges resulting in an elevated lifestyle.



N I C O L E G O L S O N

C O A C H I N G W I T H N I C O L E

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Primary Brand Personality

The Ruler

The Ruler seeks to create order in a chaotic world by assuming total control. They are committed to maintaining and imposing the highest standards. They prefer order and stability over innovation and creativity. The Ruler protects and serves its own; it does not try to appeal to or appease the masses. A Ruler brand will often claim market leadership in their category. Their goal is to seize the top position amongst their peers and then demonstrate dominance.

LEVELS OF THE RULER

LEVEL 1 Taking responsibility for the state of your own life

LEVEL 2 Exerting leadership in your family, group, organization, or workplace

LEVEL 3 Becoming a leader in your community, field, or society

Helping people exert control over their lives

SUPER POWERS | Extraordinary discipline engenders a rule-based culture that is high-performance

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Secondary Brand Personality

The Lover

The Lover seeks long lasting relationships and values closeness and intimacy. They are motivated by their care for one another, and their desire to make others feel worthy of love and compassion. They believe that through honesty, passion, and vulnerability that people are capable of developing deeper connections with one another.

LEVELS OF THE LOVER

LEVEL 1 Seeking great sex or a great romance

LEVEL 2 Following your bliss and committing to whom and what you love

LEVEL 3 Spiritual love, self-acceptance, and the experience of ecstasy

Helping people find and give love

SUPER POWERS | Acting as a facilitator and being able to understand another's perspective allows them to bring people closer together

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Who you are

Extraverted, Intuitive, Brilliant,
Beauty, Natural-born Leader,
Companion, Connector,
Connoisseur, Enthusiast, Friend,
Harmonizer, Hedonist, Intimate,
Matchmaker, Partner, Romantic,
Seducer, Sensualist, Spouse, and
Team-BUILDER, Administrator,
Aristocrat, Boss, King, Leader,
Manager, Parent, Politician,
Responsible Citizen, Role Model,
or Ruler

Who you aren't

Full of excuses,
Uncertain, Tyrannical,
Arrogant,
Condescending,
Manipulative, Forceful,
Stubborn and
Dominant, Intolerant,
Impatient, Cold and
Ruthless, People-Pleaser

Brand Personality Voice

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- Transparent & Honest
- Passionate
- Bold, yet feminine
- Motivating & Encouraging
- Objective

Audience Personality

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Professional Women (Millennials)

25-40

CORE DESIRE | The freedom
to find out who they are through
exploring the world and
experiencing paradise

- Seeking new career paths
- Curious about something new
- Ready to showcase their worth & speak their mind to get what they want
- On a personal journey to love, laughing, creativity, becoming powerful leaders, and being who they were destined to be

Millennial Women Are Shifting Life Goals Post-Pandemic

Primary Audience Brand Personality

The Innocent

The Innocent seeks happiness, harmony, and simplicity among a complex world. They are optimists who are inspired by the idea of a Utopia in which they are free of corruption and animosity. They try to see the best in everything, but which can also mean that they have a tendency to disregard reality.

LEVELS OF THE INNOCENT

LEVEL 1 Childlike simplicity, naive, dependent, obedient, trusting, idyllic

LEVEL 2 Renewal, positive, reinventing, reframing, cleansing, reentering the Promise Land

LEVEL 3 An almost mystical sense of oneness, whereby Innocence comes from values and integrity, not outer experience; being, not doing

GOAL | To live in a paradise full of happiness, optimism, and simplicity

TURN-OFFS | Complexity, Deceit, Guilt, Pessimism, and Stress

FEARS | Doing something wrong and being punished or abandoned by others for doing, entrapment, selling out, emptiness

MARKETING APPROACH | Portraying a sense of nostalgia allowing them to connect with others and be characterized as trustworthy and reliable



Secondary Audience Brand Personality

The Explorer

The Explorer seeks freedom, self-realization, knowledge, and an overall more fulfilling life through exploration and adventure. They thrive on their need to discover their authentic selves and their willingness to take risks and to explore unknown territories allows them to do so. They believe that by questioning mainstream principles, and by setting out on their own journey, that they will be enlightened in one way or another.

LEVELS OF THE INNOCENT

LEVEL 1 Hitting the open road, going out into nature, exploring the world

LEVEL 2 Seeking your own identity, to individuate, to become fulfilled

LEVEL 3 Expressing individuality and uniqueness

GOAL | To discover authenticity and knowledge through adventure, and to live a more fulfilling life

TURN-OFFS | Mainstream society, routine or repetition, and mundanity

FEARS | The feeling of being tied down and kept from the outside world

MARKETING APPROACH | The willingness to take risks in order to discover their authenticity.



Audience Pain Points

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Low self-worth, lack confidence, and fear of rejection

Dream of being the woman with the elevated lifestyle

Lack the direction or strategy to elevate

Dream of speaking their mind eloquently and walk in their feminine authority

Unable to create a healthy co-parenting environment

Want to attract higher-quality dating prospects

Who they WANT to become & achieve

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Sexy

Purposeful

Romance

Well-blanced

Confident
& Powerful



Your offers (Solutions)

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Group Coaching

1:1 Coaching



Core Values

Balanced, Honest, Intuitive, Encouraging, and Passionate



Differentiating Factor

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The ONE thing that sets your brand apart

Your transparency is key. Your audience and clients see how willing you are to share your stories and anonymous stories of others in order to draw lines of parallel to help them see through their issues.

IG Competitors

Instagram Accounts with clickable links

[@refinement formula](#)

[@thequeenofconfidence](#)

[@reginabonds](#)

[@tiwalowla](#)

[@alisonkayfurno](#)

[@wellwithraele](#)

[@drorbeaustin](#)

[@kristencarayoan](#)

[@modernmorgan](#)

[@elegance handbook](#)

[@highvaluequeens](#)

[@thehighvaluegoddess](#)

[@thefemmeguide](#)

[@callmeprincessnae](#)

[@msaprilmason](#)

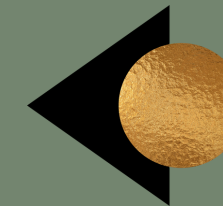
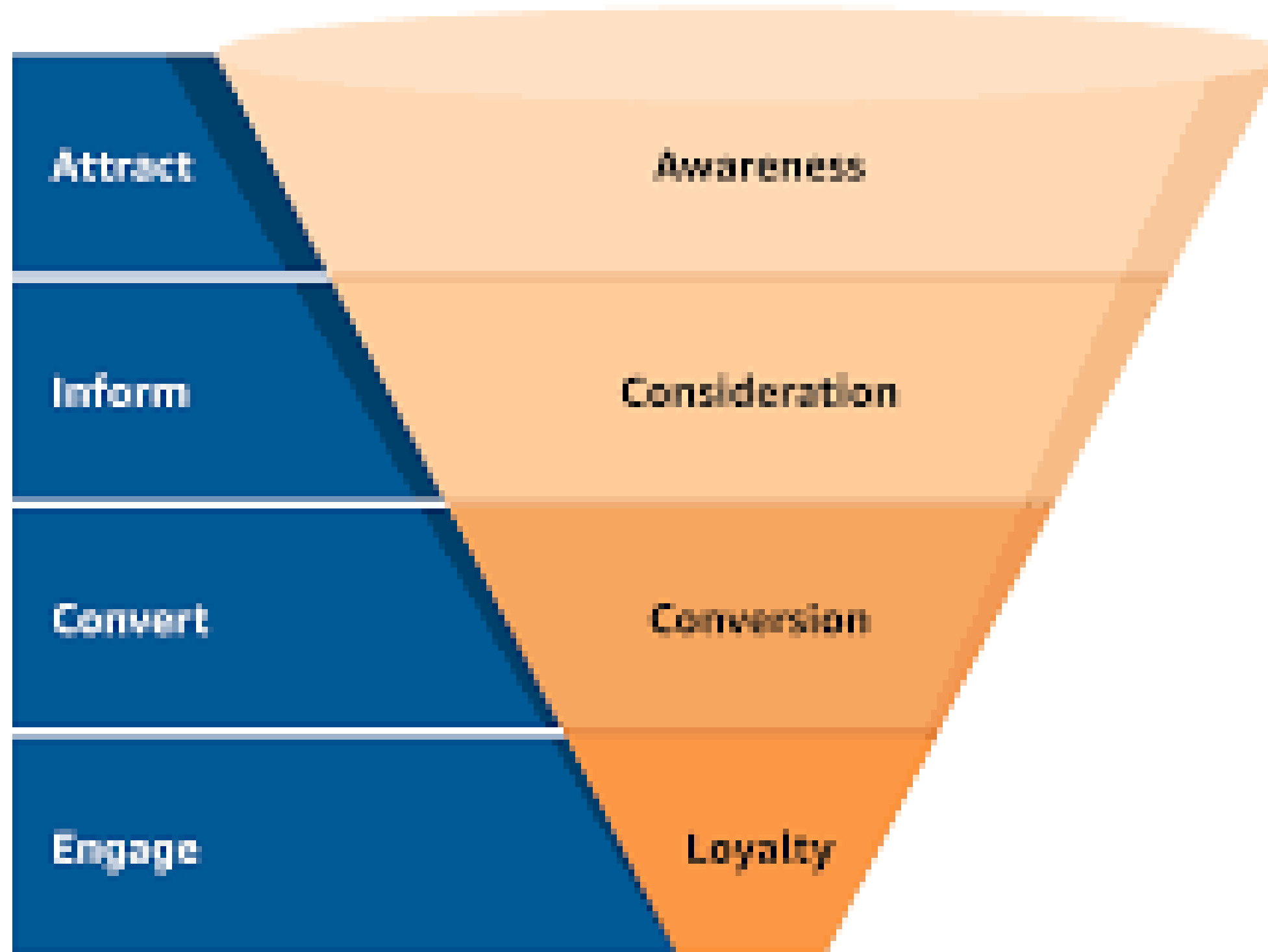
[@hollywoodhillswife](#)



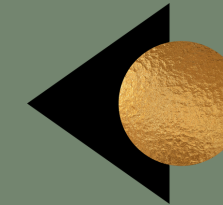
Audience Buying Journey

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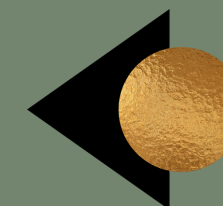
The Marketing Funnel



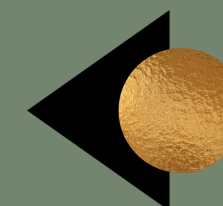
Blog posts, podcasts, press, social media, SEO, and other marketing activities



They take action: Sign-up for newsletter, send DMs or emails for more info, fill-out application, comment on posts



They purchase: Emails, text messages, webinars, sales calls



Voxer access, program deliverables, coaching & check up calls, loyalty programs, emails, in-person events (brunches, VIP dinners, real life experience opportunities)

SWOT Analysis

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Strengths

Efficient, Energetic, Self-Confident, Strong-Willed, Strategic Thinker, Charismatic and Inspiring, Experience navigating life and relationships, Can relate to other women professionals

Opportunities

Becoming a thought-leader in confidence and feminine life coaching, creating a clear pathway to success for clients, partnering with other lifestyle brands on IG live and in-person events, growing your audience and connecting with them on a deeper level (IG Content)

Weaknesses

Make sure you are mindful of the traits in the **WHO YOU ARE NOT** in the previous slide, Not knowing the clear value and transformation you offer (get VERY clear on this)

Threats

Being swallowed in a sea of life coaches (differentiate yourself by clearly stating your viewpoints in social media content often and openly), **Over-extending yourself and being overwhelmed** (be ready to increase prices, put boundaries in place, creating supplemental materials for your programs)

High-level Marketing Strategy

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Marketing Approach

Building strong connections to others making them feel special and appreciated. Offer a sense of security or stability; offer a more orderly and reliable approach. Also offers exclusivity and luxury



TONE

Aesthetic, Affectionate, Appreciative, Connected, Enticing, Intimate, Mesmerizing, Commanding, Refined, Articulate, Passionate, Seductive, Sensual, Sultry, Warm, and Welcoming



Strategy

Become more attractive in order to build up the desire others have a connection with you. Establish superiority; grow authority and audience.

Marketing Strategy- immediate action

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Social media

Instagram

Single posts

Reels - 5-8x per week
7-15secs

IG lives- 3x per month

Stories- 5-8 per day

Pinterest

Post 6x weekly with
picture and web link

Autopost using
Hootsuite

Blogging

Publish 2-3 articles
(minimum) monthly
using keywords
(hashtag list can be
used as keywords)

Blog topic generator
tools

Hubspot

Sumo

SEO Pressor

Lead Magnet

Promoting on
Instagram through
posts, stories,
highlights, and reels

Blog posts

Have friends and
family share it

Email

Using templates to
nurture your email
lists. Create 5-7
emails that nurture
and sell. Schedule
them to send
consecutively (for 5-
7 days) after the
initial 10 Scripts
email send. Then
send 4x monthly or
as needed

Use the 6-Step
Checklist PDF for
more ideas

Lead Magnet

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Use this to get people on your mailing list

here is the link to edit

here is the link to your landing page



Other Lead Magnet Ideas

- e-Book
- Workbook
- Worksheet
- Checklist
- Calendar
- Process Roadmap
- Case-Study
- Scripts
- Behind-the-scenes
- Sneak-peak
- Sample Chapter
- Free Full Course
- Free Strategy Call
- Webinar
- Workshop
- Guide
- Packet
- Printable
- Step-by-step guide
- Planner
- Challenge
- Template
- Tutorial
- Training
- Cheat-Sheet
- Systems Overview
- Slides
- Outline
- Overview
- Video
- Mini-Course

Content Plan

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Here are links to a content calendar and social media templates.
Remember, you can resize any post within Canva by clicking the *Resize* button at the top left of the screen. Watch my Canva class when you have a chance. [CLICK HERE.](#)

[IG Posts](#)

[IG Stories](#)

[Content Calendar](#)

Hashtag Strategy

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Use 8-15 hashtags for each post on Instagram that includes one hashtag from each category listed below.

Niche

#Confidencecoachingforwomen
#confidencecoaching
#careercoaching
#confidencecoach
#lifecoachingforwomen
#lifecoachforwomen
#lifestylecoaching
#lifestylecoach
#selflovecoachforwomen
#coachingforwomen
#datingcoachforwomen
#relationshipcoach
#certifiedlifecoach
#femininelifecoach
#accountabilitypartner
#lifecoach2women
#lifepurposecoach

Related Keywords

#careercoachingtips
#lifecoachingtips
#datingtipsforwomen
#datingadviceforwomen
#coachingtips
#faithoverfear
#datingadvice
#divinefeminine
#traditionalvalues
#highvalue
#highvaluemindset
#growthminset
#highestself
#highvaluewoman
#authenticlove
#datingquestions
#familyvalues

#datingwithintention
#feminineenergy
#femininefashion
#sacredfeminine
#divinefeminineenergy
#elevateyourself
#confidenceboost
#selfconfidence
#confidencebuilding
#confidencetips
#innercritic
#selfolvetips
#hypergamy
#datinginyour30s
#moderndating
#highvaluewoman

Ideal clients

#goalgetters
#professionalwomen
#millennials
#virtuouswoman
#lowselfesteem
#millionairethinking
#elegantwoman
#elegantwomen

Location

#atlantalifecoach
#lifecoachesofinstagram
#onlinelifecoach

Branded

#coachingwithnicole






Industry

#lifecoaching

Style Guide



Colors

Hex #73856F RGB (115,133,111) CMYK 0.14, 0.00, 0.17, 0.48	Hex #ECACB1 RGB (236,172,177) CMYK 0.00, 0.27, 0.25, 0.07	Hex ##000000 RGB (0,0,0) CMYK 0.00, 0.00, 0.00, 1.00	Hex #FFFFFF RGB (255,255,255) CMYK 0.00, 0.00, 0.00, 0.00	Hex #BC914D RGB (188,145,77) CMYK 0.00, 0.23, 0.59, 0.26
				

Typography

Heading

Brittany

Sub-Heading

Glacial Indifference

Paragraph/Body of Text

Cardo

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N I C O L E G O L S O N

COACHING WITH NICOLE



Logos

[Link to logos](#)

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Primary Logo



Secondary Logos



Logo with background



Favicon



Thank you!

Thank you for allowing us to serve you and your brand. Use this guide to implement strategies, but also, inspire you to create your own.



Bianca Modo

BRAND BUILD CONSULTING

www.brandbuildconsulting.com

