

<b>Definition</b>	
■ Identity	
□ What You Call Yourself	
□ Tag Line	
□ Bio	
□ Personal Mess to Success Story	
□ Signature Quotes	
■ Visuals	
□ Photos	
□ Graphics	
□ Colors	
□ Fonts	
□ Video Trailer	
■ Specialization	
□ Target Audience	
□ Solution to a Problem	
□ Expeience/Education/Experise	
□ Unique "Take" on Something	
■ Explanation	
□ Customer Description	
□ Rationale Behind Your Coaching Process	
□ Outline of Your Offering	
□ Specific Pain Points to Alleviate	
□ Specific Positive Outcomes to Expect	
□ Description of the Process	
□ Warnings	
□ Elevator Speech	
<b>Marketing</b>	
■ Social Media	
□ LinkedIn	
□ Updates and Articles	
□ Groups	
□ Business Listing	
□ Facebook	
□ Pages	
□ Groups	
□ Boosted Posts and Ads	
□ Twitter	
■ Multimedia	
□ YouTube	
□ Instagram	
□ Imgur, Tumblr, Pinterest	
□ SoundCloud, Chirbit	

<b>■ Reputation Builders</b>	
<input type="checkbox"/> Expert and Niche Sites	
<input type="checkbox"/> Articles and Guest Blogging	
<input type="checkbox"/> Internet Radio and Podcasts	
<b>■ Engagement</b>	
<input type="checkbox"/> Free Sessions and Giveaways	
<input type="checkbox"/> Speaking	
<input type="checkbox"/> Networking (BNI, Meetup)	
<input type="checkbox"/> Surveys	
<input type="checkbox"/> Webinars and Telesummits	
<input type="checkbox"/> Referral partners	
<b>■ Web Site</b>	
<input type="checkbox"/> Landing Page Options	
<input type="checkbox"/> About (Bio, Descriptions)	
<input type="checkbox"/> Opt-In (Compelling Free Offer)	
<input type="checkbox"/> Blog	
<input type="checkbox"/> Quotes and Testimonials	
<b>■ Pipeline</b>	
<b>Logistics</b>	
<b>■ Targets and Budgets</b>	
<input type="checkbox"/> Revenue	
<input type="checkbox"/> Hours	
<input type="checkbox"/> Marketing Efforts	
<input type="checkbox"/> Pricing Structure	
<input type="checkbox"/> Payment Processing	
<input type="checkbox"/> Infrastructure for Conducting Sessions	
<input type="checkbox"/> FreeConferenceCall.com, Skype	
<input type="checkbox"/> Infrastructure for Delivering Content	
<input type="checkbox"/> CoachAccountable, Ruzuku, Jigsaw Box	
<input type="checkbox"/> Dropbox, Google Drive, One Drive	
<b>Measure (How will you know you have achieved it?)</b>	
<input type="checkbox"/> Agree in advance	
<input type="checkbox"/> Before and After Story	
<input type="checkbox"/> Qualitative measures	
<input type="checkbox"/> Embrace how hard it is to measure	