



Business Branding

WITH ROSE SWEET

welcome

MEET YOUR COACH

YOU have an important message for the world, a valuable service to offer, an exciting book or product to sellor all of these!

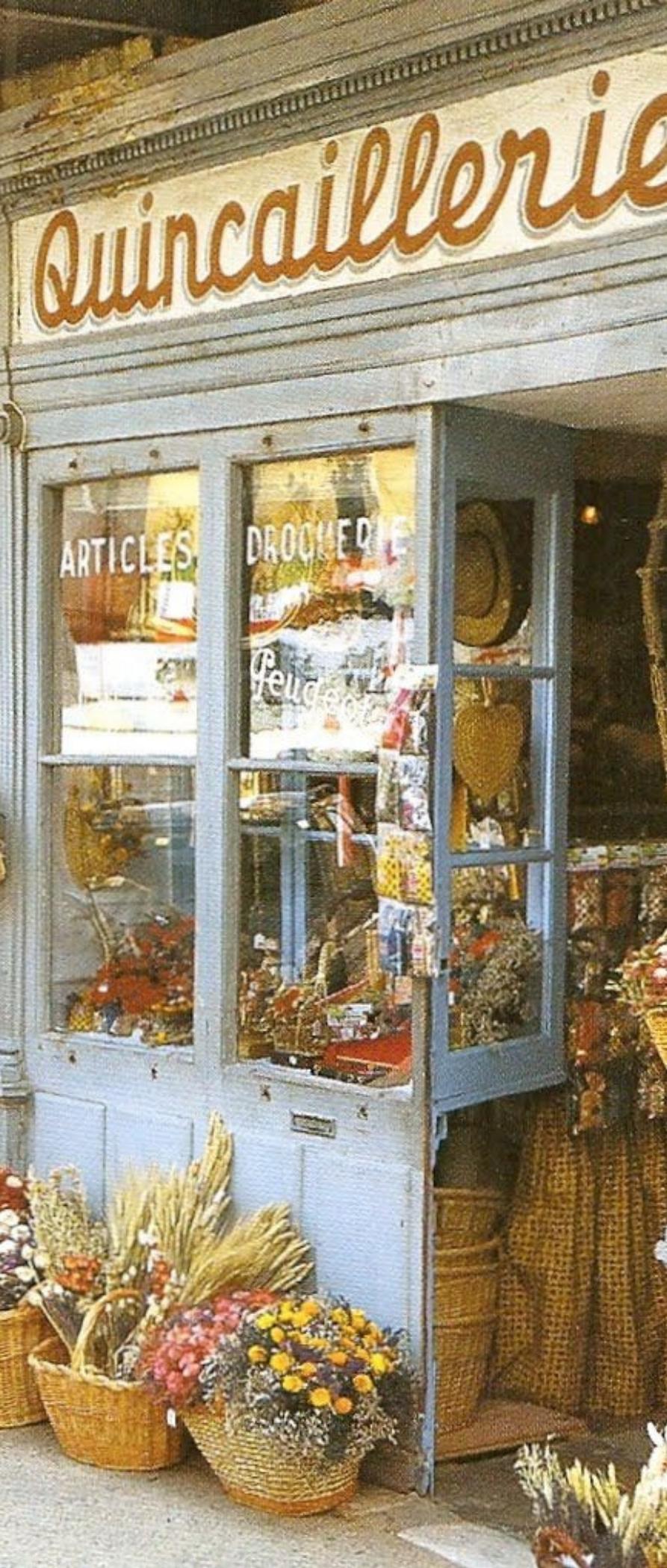
I'm a successfully published author of over a dozen books, conference speaker, content designer, and coach . . . I LOVE opening these doors for others.

Let's get YOU out there in a way that causes others to:

- Become curious
- Get excited
- *Close the deal!*



Rose Sweet



Building Your Business Brand

Like a beautiful home or storefront, your business BRAND is where you “live” and where others will come to visit you. In seeking your personal company and your professional services, how will they feel when they enter?

- Will the message be clear?
- Will it be comfortable and attractive?
- Will they be impressed?

Will they get exactly what they are looking for . . . and more?



Let's DESIGN your future!

As your “Architect”, I’ll engage in a detailed exploration of WHO YOU ARE,
so we can:

- IDENTIFY your greatest strengths, talents, style, and preferences,
- ISOLATE your best, strongest, and most effective offerings,
- ELIMINATE *everything* excessive, unnecessary, or draining on you.

Through an initial questionnaire and a subsequent two-day session, we’ll clarify your VISION
and come up with THE WAY to set you apart from others.



What we'll accomplish!

IDENTIFY YOUR GOALS

- Your Mission (Primary and secondary)
- Your Model (People * Process * Product)
- Your Money (Financial and business goals)

IDENTIFY YOUR CLIENTS

Who they are, what they do, what they like, what they need, and much more!

IDENTIFY YOUR BRAND

Words, images, and colors SAY something . . . what will your brand say?
What's Your Style? What's your line? What sets YOU apart? Whom do you know? We'll dive into Best Name/Titles/ URL, Tag lines/ Elevator Pitch, Selection of best Color Scheme Selection of best/ appropriate Imagery, and more.

IDENTIFY YOUR SERVICES

What's your best? What's too little? What's too much? What's for later? What will you charge? Is it competitive? . . . We'll keep it sharp and simple!



IDENTIFY YOUR PRODUCTS

Do you have a book in you? *Probably more than one!* This segment of coaching will cover the creation of books, book series, self-publishing v. traditional publishing developing courses, podcasts, webinars, and more.

CREATE A MARKETING PLAN

When you are confident about your mission, goals, best services and products, and have a killer brand (!) you're ready to create a marketing plan.

CREATE (OR UPDATE) YOUR WEBSITE

Experts advise you have no more than TWENTY SECONDS to make your potential clients curious enough to keep clicking. Don't lose them with too many words and irrelevant images. Your website must be strategic and consistent with your brand.

Will you blog? Post video? Have a lead generator? What pages are necessary and which are a waste? This portion of our session will identify the basics that you must have. Subsequent **WEB CONTENT DEVELOPMENT IS A SEPARATE SERVICE**; fee quoted separately.

services and fees

I

BUSINESS BRANDING - \$2000

One of the habits of "highly effective people" is to begin with the end in mind. Before your talks, books, services, and website, you **MUST** clearly identify who you are, what you do, who your client base is, why the client must have what you offer, and what it will cost(you and them). **This is a prerequisite for the following two services.**

2

WEBSITE CONTENT COACHING - \$1000

Words matter. Pictures say a thousand words. With words, pictures, and the general look and feel of your website... you only have twenty seconds or so to **CAPTURE** your client's interest on your home page and beyond. We will work together to make it the **BEST** it can be. **Prior to this service, you must already have your branding fully developed.**

3

BOOK/ PRODUCT COACHING = \$1000

I can coach you to develop those talks, write that book, create that Powerpoint, class, webinar, or other product you wish to offer.

4

Prior to this service, you must already have your branding fully developed.

how does it work?

YOU TAKE A VACATION!

JOIN ME in the sunny, desert resort area of PALM DESERT, CA.

STAY AT A COMFORTABLE HOTEL where we will meet for our sessions.

INCLUDED IN COACHING FEE:

- Lunch and snacks during the two days.
- Cocktails and a fun, fabulous dinner on the first night!

STAY AN EXTRA DAY!

This is an intense workshop and you may enjoy a day of rest afterward. Ask me for local details.

Note: Air or other transportation and hotel room are client responsibility and not included in the coaching fee.



client love

"WOW, Rose . . . this was amazing. We covered so much in so little time. I can't believe I'm actually ready to launch my new business!"

"THANK YOU for listening to me, pushing me, being patient with me. You got me exactly where I wanted to go. You did NOT disappoint!"

"I can't believe what we did in those two days! And I want you to help me get my website up and write that book! I'll be back!"



what now?

CONTACT ME!

Schedule a free 15-minute consult
with any questions you still have.

<https://calendly.com/rosesweet/15min>

We will schedule your coaching
vacation!

Upon receipt of the non-refundable
50% deposit, your date will be held.

I will send you the COACHING
QUESTIONNAIRE and you will
return it to me no later than five (5)
days prior to our session.

Can't wait!! I PROMISE you will
LOVE it.

