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COACHING **POWER WORD**

for coaches who delight
in being different

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Introduction

Discovering and owning a powerful word that reflects you and your business is the true key of successful branding.

Some organisations invest fortunes in this endeavour but there's nothing stopping any of us from doing the same at a fraction of the cost.

Today I'll introduce you to a simple, low-cost, branding process that will magnetise your coaching practice without breaking the bank.

Our discovery begins by answering three simple questions:

1. What Are You Like?
2. What Do You Do?
3. How Do You Do The Things You Do?

So let's begin...

What Are You Like?

Understanding your names (or nouns) can really help to trigger your imagination. If I were to ask what you'd be if you were an animal, you'd feel a certain affinity with a particular animal and quickly be able to answer... *Monkey, Cat, Tiger, Lion, Bird, Fish, Dolphin* etc.

If asked for your profession you'd say one or more of the following... *Coach, Therapist, Consultant, Teacher, Chef, Speaker, Author, Trainer* etc.

If I asked you what you'd be if you were a car you might think... *Ferrari, Rover, Mini, Porsche, Maserati, Lexus, Rolls-Royce, BMW* etc.

If I asked for your role you might say things like... *Man, Woman, Leader, Supporter, Parent, Carer, Entrepreneur, Explorer, Protector, Guardian, Helper* etc.

If I asked what thing you sold you might say... *Comfort, Books, Time, Inspiration, Words, Tools, Skills* etc.

Brainstorm as many of these nouns as you can - it's good to have more than one for each category. This

process will trigger all sorts of other ideas to help you to realise your unique coaching name.

Time To Write...

Read the following statements and come up with as many answers as you can for each one:

If I were an animal I'd be...

If I were a car I'd be...

If I were a colour I'd be...

If I were to announce my occupation I could say...

If I were to announce what I had to offer I'd say...

If I were a famous figure from history I'd be...

What Do You Do?

Once you've got a good list of names you can start asking what you actually do. Spend a good time on this. It may seem a challenge at first to think entirely in terms of what you do so use your lists of people, animals and things for inspiration. What do they do? Here's some ideas...

- Coaches... *encourage, listen, support, reflect*
- Trainers... *share, instil, empower, guide, teach*
- Tigers... *leap, hunt, run, survive, inspire, stalk*
- Birds... *fly, soar, see, dive, migrate*
- Leaders... *lead, inspire, persuade, encourage*
- Chefs... *cook, create, nourish, feed etc*

You'll notice a pattern here, you'll have created a big list of doing words (or verbs).

Time To Write...

Go through your lists and play word association by answering the question... "What does an XYZ do?" for each one.

How Do You Do The Things You Do?

Once you've got a good list of names and doing words it's time to add spice to the mix...

As the song goes, "T'Ain't What You Do It's The Way That Cha Do It"

Discovering *how* you do something will give your brand a lot more clout than just knowing what you are and what you do.

We use adjectives to describe how we do something, how we compare to others, what makes us unique or what makes us easy to identify. For example...

A Tiger is... *big, bold, fast, fearsome, stealthy*

This is good, but it's not all, you can go further by adding adverbs if you're struggling by linking a noun with it's verb to see what happens. Here's another example...

A Tiger Leaps... *stealthily, quickly, decisively, smoothly*

You can take the "ly" ending off most words to create more appropriate adjectives for your brand. So in this case you'd have a list of words as follows: stealthy, quick, decisive and smooth.

Time To Write...

How do people describe you and what you do?

How would you like people to describe you?

What sets you apart as different? (think about your appearance, voice, manner, style etc)

How do you do what you do? (are you slow and methodical? fast-paced and energetic?)

Now, do the same for your list of animals, cars, roles, famous figures etc until you have a really big and full list of words.

Good work! Now it's time to turn these lists into something more meaningful...

Own A Word To Be Unforgettable...

Big firms and big brands spend squillions of dollars a year striving for one thing... The ownership of key words in their prospects mind.

In food...

When I say Beer... you think...?

When I say Burger... you think...?

When I say Soft Drink... you think...?

When I say Chocolate... you think...?

In cars...

When I say Performance... you think...?

When I say Safety... you think...?

When I say Luxury... you think...?

In Personal Development...

When I say Passion... you think...?

When I say Millionaire... you think...?

They do this because once a word is embedded and linked in a prospect's mind to their product, then that prospect will *stop thinking* about the competition and think first of their brand and their product.

How To Own Your Word

Small firms and individuals can own a word too and we don't need lots of money to do it. Just a bit of planning and consistent reinforcement will usually be enough to give you that extra pulling power...

Time To Write...

Now review your 3 lists...

You should have a list of Nouns a list of Verbs and a list Adjectives that all relate to you.

List 5 competitors or people in the same field as you, who you'd like to aspire to or outperform...

- 1.
- 2.
- 3.
- 4.
- 5.

Now, go through this list of people and cross check them against your own 3 lists. If a word fits a person in your list better than it fits you then cross it off. Keep doing this until you're sure you haven't missed anything.

Now, you might be sad to find that “passionate” or some other great word is already gone. But, unless you want to waste lots of time, money and energy trying to change lots of people's minds then leave words that belong to others who are well known in your field alone.

For example. Tony Robbins absolutely owns the word "Passion" in the self- help and self development field. So if you're in the personal development business, don't just use the word "passion" (which by the way must be the most common word amongst coached in existence) because it will be a waste of time.

You have to find your own word! If there's nothing left on your list that you want then do some more searching (get people who know you and who you trust to help) and add to your lists.

Then pick your favourite word from each list.

Focus To Feel The Force

You should now have selected your 3 best words. The bad news is, 3 words are usually 2 words too many...

One star word or phrase is needed to supercharge the power of your personal brand and make your message memorable.

Consider how the words you've chosen interact with each other. Begin considering alternative words that summarise this process or choose the word you like most.

If in doubt keep all three, I'd opt for the adjective as your lead and your verb and noun will become co-stars!

For instance, I had "Performer" as my noun and "Explode" as my verb but "Dangerous" was the strongest contender for creating memorable interest. I'll show you one way these came together in next...

Apply It

Now it's time to bring your power word into every day vocabulary. The easiest thing to do is use it as a middle name, first name or last name in quotes...

I'm known as "Dangerous" Debbie Jenkins

A good friend of mine is known as Gary "Outrageous"

Use your word to help define your marketing material. Your actions. Your logo. Your colour (Dangerous wouldn't be as effective in pastel pink). How you respond to questions. What you will almost always do. What you'll almost never do. And so on...

Take a look at your marketing literature for a moment. See how you can inject more of your unique word into everything you say and do. How can it be injected into your website, business cards, email signature? Use your co-star words to help.

As an example, for my speaking gigs, we came up with the term "Live Human Experiments" to help describe what made my performances different. This was based on playing with the words Performer, Explode and Dangerous!

Be creative with your word, enjoy it start applying it.

Act The Part

If you're going to choose a word like "Fearless" then you'll have to walk the talk.

The beauty is, that even if you've not always been fearless in the past, your new power word will give you permission to be more fearless in the future. It will also create the expectation in your peers of fearless behaviour. And you don't want to let them down now, do you?

So, as you can see, your power word, in a lot of cases will actually provide you with special, almost super-human, powers too!

You will always get the odd wise-guy who'll say something like: "Okay then - do something dangerous/fearless/outrageous!"

I have a few tricks up my sleeve for such an occasion, but if you're congruent then you'll rarely need to "answer to" or "prove yourself" to anyone with a chip on their shoulder.

And if you feel daft at first then that's fine. If the word is right, you'll soon fit the role nicely. If after a few months it isn't working out, then go back to the drawing board.

What We Can Learn From Boxers

Famous boxers (and wrestlers) have done this for years. Pugilists known as The Hurricane, Tornado, Iron-Bull, The Gorilla, The Greatest etc rarely got that nickname given to them by their peers and the press. It was usually fed to the press by savvy promoters looking to sensationalise their performers in order to attract a bigger crowd and to build a reputation. It only took a couple of headlines featuring these boxer's nicknames for people to believe the "hype" and give life to the name.

So, do deeds and things that are in line with your power word and when people refer to you insist that your middle name gets used too. If you write, then use your power word in your credits. Use it in your correspondence and all over your promotional literature including emails, letters, thank you cards etc.

Don't be shy and say, "Well, I like to be know as... Dangerous?" - be bold and say... "I am known as Dangerous" instead. Eventually lots of other people will catch on and begin to describe you along with your power word. When that happens, the magic and fun really begins... You've unleashed a power word virus with your name on it!

Over To You...

The biggest single reason for people not getting the results they want in is down to something really simple and very easy to avoid...

Failure To Act!

If people don't actually *do* anything different then they can't really expect to *get* anything different. Often the only difference between someone who is perceived as a winner and somebody who is seen as a loser is down to this one small but powerful difference.

Procrastination is a killer. We all know what happens to people who stand in the middle of the road - they get ran over!

Don't fall into this easy trap by putting things off. The sooner you act the sooner you'll get what you want.

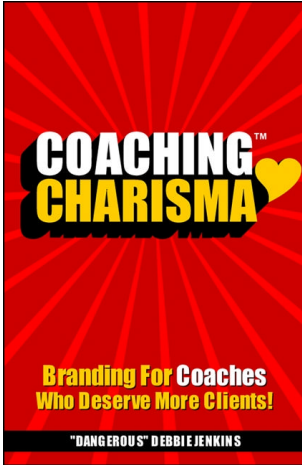
Inspired people like you and me have a different mantra!

Just Flippin' Do It!

(feel free to replace flippin' with an F word of your choice)

Start using your new power word immediately!

What Next?



Branding For Coaches

This book has been especially written for the professional coach. It shares proven techniques for boosting your business attractiveness (coaching charisma) so that you can magically attract the best clients and earn the fees you want. Learn: How to attract MORE customers by increasing your fees; why the USP doesn't work and what to do instead; How to have all the brilliant people you could ever need queuing up to be coached by you.

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