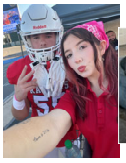
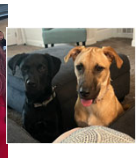


Michelle McEllis



- Board Certified Coach
  (I was #27 to get my BCC)
- ILCT Alum
- MS in Education
- CPTD (5,000 one to pass the exam)
- CDFA (Certified Divorce Financial Analyst)
- Mom

The Series: Beyond the Calling

- ✓ You Answered the Calling. Now Build the Business
- ✓ Pick a Lane or Get Passed By
- ✓ Your Brand Isn't Your Logo, It's Your Promise
- Post Like You Have Something to Sell
- What's a Funnel, Anyway?
- Your Competitive Edge in the Age of AI

What Did You Do First?

- When you started your business, what was the first thing you worked on?
- A logo? Colors? Fonts?
- Here's the truth: none of that is your brand.

Tonight: Your Brand

- What a brand really is
- What your brand communicates
- Where beginners overspend effort
- Build your brand promise and voice
- Keep your visuals simple
- Consistency and the client experience
- A quick brand check

The Reframe

- Your brand is the **promise** you make and keep.
- Your logo is just your signature on it.
- A brand is what people say about you.

What a Brand Actually Communicates

- Who you serve
- What you stand for
- How it feels to work with you
- What they can count on

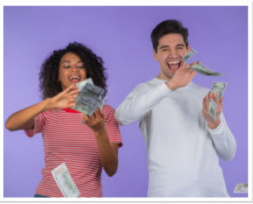


Brand vs. Visual Identity

- Brand = your promise, your reputation, your experience
- Visual identity = logo, colors, fonts, photos
- Visual identity supports the brand. It doesn't create it.



Where Beginners Overspend



- ✓ Perfecting the logo
- ✓ Expensive website
- ✓ Photoshoots
- ✓ Being on every platform
- ✓ Buying tools, they are not ready for.

Where Effort Pays Off Instead



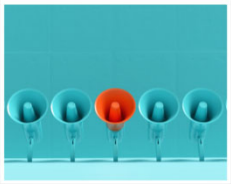
- A clear message about who you help and how
- A consistent voice
- A great client experience
- Proof: testimonials and results
- Showing up regularly

Build Your Brand Promise

- "When you work with me, you can count on _____."
- Example: "When you work with me, you can count on honest guidance and no judgment."
- Example: "When you work with me, you can count on a clear plan and someone in your corner."

Define Your Voice

- Pick 3 to 5 words for how you sound
- Use "we are / we are not" pairs
- Example: Direct, not harsh. Real, not preachy.
- Write like you talk



Name Your Values



- Choose 3 values you won't compromise
- Turn each into behavior
- Example: Honesty = I tell clients the truth even when it's hard

Your Brand Story



- Where you were: the struggle
- What changed: the turning point
- Why you do this work now
- Keep it short and honest

Keep Your Visuals Simple



- Two colors, one or two fonts, a simple logo
- Make it readable first, pretty second
- Low-cost tools like Canva are perfect to start with (less than $20/month)
- Hire a designer later, when you've got revenue to justify the spend

Consistency Builds Trust

- Same name, photo, and bio across platforms
- Same colors and tone everywhere
- Handle, domain, and business name should match as closely as possible
- Test: "Does this sound and look like me?"



Your Brand Lives in the Experience

- How you answer emails
- How you start and end a session
- Whether you're on time and follow through
- A beautiful logo with a late reply still feels unreliable



Quick Brand Check

- Can a stranger tell in 5 seconds who I help and how?
- Do my posts, emails, and bio sound like one person?
- Do I keep the promise I make?
- Can I explain my brand in one sentence?



Next Steps

- Finalize your brand promise
- Choose your 3 to 5 voice words
- Pick your two colors and fonts, then stop
- Make your bio and photo match across platforms
- Ask one past client or friend what they'd say your brand stands for



Recap

- Your brand is the promise you make and keep
- Voice, values, and story make it real
- Simple visuals, used consistently, are enough
- Next session: Post Like You Have Something to Sell (social media)

You answered the calling. You're building the foundation. Now identify who you truly serve.

Next session: November 2 Same Time/Link



Thank You + Discount + Q & A

- Thank you for your time

Discount on any of my self-paced courses at ILCT use code: Michelle for 10% off through November 20, 2026 *PLUS* a 30 min business strategy session good through 2027.

❖ Questions??