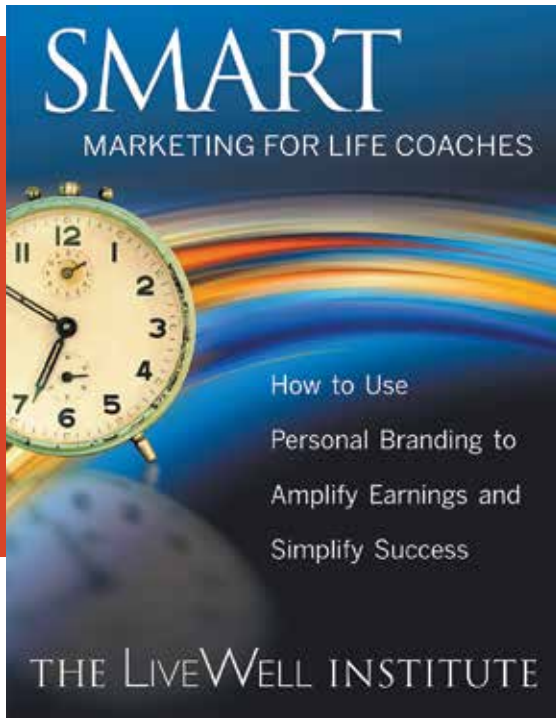




Cookie-cutter marketing doesn't  
work for life coaches

# SMART marketing *does*



*A breakthrough process created by Certified Life Coaches with decades of experience as award-winning marketing professionals.*

## Ready-To-Use Tools

- Exercises for building (and using) your personal brand
- Content outlines for your website and brochure
- Ideas for social media posts
- Topics for webinars/seminars
- Template for press releases
- Marketing plan generator
- And more – including FREE life coaching handouts available on the website

Create your entire  
marketing toolkit in just  
**1 hour a day!**

## Start With Your *Unique Strengths*

Step by step, this workbook shows you how to define your own personal brand and then use it to enjoy building your life coaching practice with marketing activities that align perfectly with your budget, busy life and your own comfort zone.

## Have **FUN** Defining Your Brand

This ingenious workbook shows you how to filter all possible marketing opportunities through your personal brand. You'll quickly weed out tactics that aren't right or don't feel comfortable so you can focus on a handful of tactics with the biggest potential return.

## Follow **EASY** Steps to Map Out Your Plan

Once you know your tactics, the workbook shows you a surprisingly simple way to break marketing down into an easy weekly to-do list using SMART goal-setting (Specific, Measurable, Action-oriented, Realistic and Time-defined).

## Enjoy **REWARDING** Success!

The workbook doesn't just guide you on what to do, it shows you how to:

- Start conversations
- Ask for referrals
- Create the right offers
- Network
- Generate leads
- Boost search visibility
- Set your coaching fees
- Create your elevator pitch
- Engage current & past clients
- Use social media to grow fast
- Earn thousands from seminars
- *And much, much more!*

Available on **amazon.com** \$21.95

**Bulk discounts available from The LiveWell Institute**  
[www.thelivewellinstitute.com](http://www.thelivewellinstitute.com)