From Employee To ENTREPRENEUR ACCELERATOR

Challenge

Day Three

SCE COACHING ACADEMY

DAY THREE

Establishing Your Brand & Online Presence

Exercise 1: Defining Your Brand Mission

Prompt:

Write down your brand's mission statement. What are your core values? What makes your coaching business unique?

Exercise 2: Planning Your Online Presence

Prompt:

Outline the structure of your coaching website or Facebook/Linked Business Page. What will you include? What content will you create for social media posts?

Website Structure:

Social Media Strategy:

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DAY THREE

Notes:

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