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Coaching	Consulting
Guidance	Specific Advice
More about Individual	More about Business Goal
Wise Mentor	Subject Expert
Growth-Oriented	Specific Result or Project
Helps You Find Answers	Solves Problem
Personal Mindset and Beliefs	Business and Technical Expertise Only
Requires Full Client Commitment	Requires Limited Client Commitment




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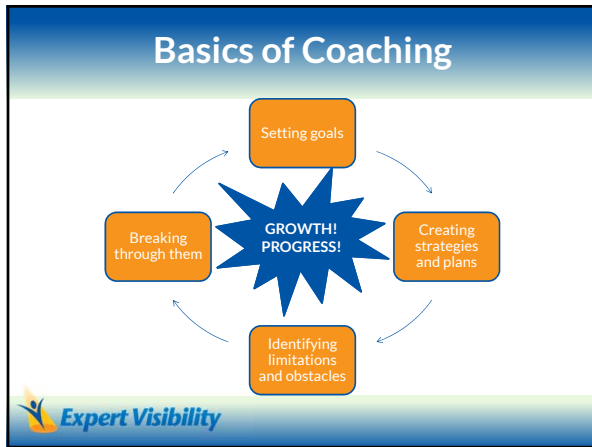
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### Starting With a Coaching Client

- Free session to assess needs and enroll
- Payment arrangements
- Term of relationship
- Client agreement
- Client intake form and assessments




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## Pricing & Packaging

- At least \$1000/month
- Price on value, not time
- Individual or group
- Access by phone, email, text
- "Laser" sessions
- Mastermind events
- VIP Days
- Proposal or pitch reviews
- Private FB group
- Physical or info products provided



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## Coaching Training

- Provides credibility and **CONFIDENCE**
- Christian Mickelson's courses
- Impact Coaching Academy
- Clear Beliefs (via Impact)
- IPEC Coaching
- Univ. of Santa Monica graduate pgm



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## WHY Do You Want to Speak?

- Lifestyle design-?
- For speaking fees alone
- Selling from back of room
- To get leads
- For positioning
- To give back



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## Types of Speaking: Others' Events

- Keynote speaking
- Training sessions
- Breakout sessions



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## Types of Speaking: Your Own Events

- "Lunch & Learns"
- Seminars
- Multi-Day Events



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## What You Need

- Topics/Speeches!
- Demo reel/video
- One-Sheet
- Sales process
- Fee schedule



 Expert Visibility

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## Products

*Information  
Products*

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## Apps



 Expert Visibility

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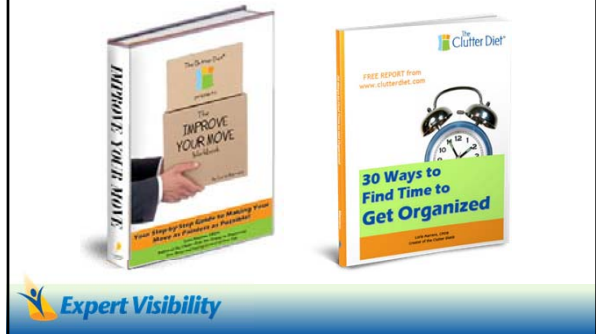
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## eBooks/Reports



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## Audio/Podcasts



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## Video



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## Courses



lynda.com



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## Webinars



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## Membership Sites



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A	B	C	D	E
1. Make a big production out of it	A piece of work	As free as a bird		
2. As simple as ABC	A woman's work is never done	Born free		
3. Plan and simple	All in a day's work	Fat free		
4. Pure and simple	All work and no play makes Jack a dull boy	Fat free		
5. Simple pleasures	At work	Footloose and fancy-free		
6. Simple Simon	Bury yourself in work	Free and clear		
7. For all practical purposes	Cook-and-dagger work	Free and easy		
8.	Dirty work	Free falling		
9. Balance of power	Do big work	Free form		
10. Balance the books	Get a work out	Free loader		
11. Catch him off-balance	Get down to work	Free market		
12. Hang on the balance	Good enough for government work	Free press		
13. In the balance	Have your work cut out for you	Free trade		
14. Strike a balance	It's all in a day's work	Free world		
15. Weighed in the balance and found wanting	Knock off work	Free-for-all		
16.	Make busy-work	Get a free hand		
17. Quality time	Make quick work of it	Get off scot-free		
18. Star quality	Make short work of	Give him free rein		
19.	Many hands make light work	Live free or die		
20. A charmed life	Men at work	Of your own free will		
21. A matter of life and death	None work if you can get it	The best things in life are free		
22. All walks of life	Out of work	Why buy the cow when you get the milk for		
23. As big as life and twice as natural	Take off from work			
24. As big as life and twice as ugly	Whistle while you work	A new broom sweeps clean		
25. As large as life	Woman's work is never done	A new twist on it		
26. Be the life of the party	Work him over	A whole new ball game		
27. Bet your life	Work it in	A whole new ball of wax		
28. Between life and death	Work it off	As bright as a new penny		
29. Rigger than life	Work it out	As good as new		
30. Break is the staff of life	Work like a charm	Baby needs a new pair of shoes		

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# Create



- What do people say?
- Thesaurus.com
- Google suggested search
- Google Keyword tool
- iTunes (songs)
- IMDB.com (movies)
- Lingzini.com (mashups)
- Wordoid.com (made-up)
- AcronymCreator.net



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Clarify	Brainstorm	Refine	Test	Claim
Define	Conceive	Clarify	Evaluate	
Illuminate	Create	Distill	Assess	CRAP Create Refine Assess Procure
Illustrate	Generate	Filter	Confirm	
Elaborate	Produce	Process	Verify	IDEA Imagine Develop Edit Assess
Expand	Develop	Purify	Judge	
Explain		Sift		LEAD List Edit Assess Declare
Unfold		Eliminate		
Collect		Edit		OPAH Outline Process Assess Hold
Compile				
Gather				KEEP Keyword Edit Evaluate Procure
Build				
Assemble				OCEAN Outline Create Edit Assess Nab
Imagine				
Draft				OREO Outline Refine Evaluate Obtain
Nominate				
Propose				GRADE Gather Refine Assess Declare

**ACRONYM**

Trying to find a name for a company helps you generate a name that is build, abbreviation makes, name you can make your own acronyms as

Clarify	Brainstorm	Refine
Define	Conceive	Clarify
Illuminate	Create	Distill
Illustrate	Generate	Filter
Elaborate	Produce	Process
Expand	Develop	Purify
Explain		Sift
Unfold		Eliminate
Collect		Edit
Compile		
Gather		

Create Acronyms!

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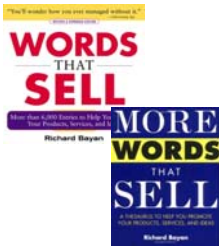
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# Create



- <http://amzn.to/wordsthat sell>
- <http://amzn.to/morewordsthat sell>



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## BELONGING / MEMBERSHIP

<p>join enter meet single share associate (n./associates (n.)) members friends companions buddies colleagues peers allies partners like-minded people your link with ... your ticket to ... your passport to ... Sign up for ... Connect with ... Stay connected with ... Hook up with ... Bab elbows with ... Socialize with ... Network with ... Make new friends ... Build strategic alliances ... Meet the movers and shakers ...</p>	<p>Meet kindred spirits ... Feel the warmth of ... Participate in ... Be a part of ... Take part in ... Get into ... Stay engaged ... Exchange ideas with ... Swap stories with ... Stay in the loop ... VIP membership gold membership As a member of _____ you'll ... As a member in good standing ... You'll join the ranks of ... You'll join a very select group. You'll be in on ... You'll be welcomed into ... You'll be privy to ... You'll enjoy these special privileges: We'll treat you to these special perks: You'll join thousands of other _____ people who share your interest in _____ the benefits of membership the privileges of membership the many satisfactions of membership</p> <p><i>For further inspiration, see: Distinguished/Status</i></p>
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BELONGING/MEMBERSHIP 21

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## Create



<http://amzn.to/samhornpop>

Expert Visibility

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## Create



- Ask others for ideas
- Have a contest

Expert Visibility

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## Naming Steps



Create

Clarify

Confirm

Claim




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## Clarify



- Love it or leave it
- Media hooks
- Search engines!




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## Naming Checklist

- Simple
- Obvious
- Short
- Unique
- Pronounceable
- Easy to spell
- Jargon-free



- Memorable
- Verbally transmittable
- Allows for growth
- Works with exit strategy
- Compelling




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## Bonus Attributes



- Alliteration
- Emotional
- Imagery
- Takes a stand
- Double meaning



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## Clarify: Respect IP!



- Check domains
- Google
- USPTO.gov
- Amazon.com



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## What if someone has it?



- WHOIS search
- Sedo.com
- Namecheap.com
- SnapNames.com
- Hostwinds.com



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## What if someone has it?



- Alternatives:
  - “THE\_\_”
  - “\_\_Online”
  - “\_\_Design”
- Avoid hyphens and numbers



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## What if someone has it?



- Consult an attorney about trademark classes and book names



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## BAD URLs!

- [expertsexchange.com](http://expertsexchange.com)
- [therapistfinder.com](http://therapistfinder.com)
- [http://bit.ly/dn5n10](http://http://bit.ly/dn5n10)
- [form-and-function.org](http://form-and-function.org)



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## Clarify: Beware of Limits!



- Geographical location
- What you do
- \_\_\_ & Associates
- Your own name



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## Company or Brand?



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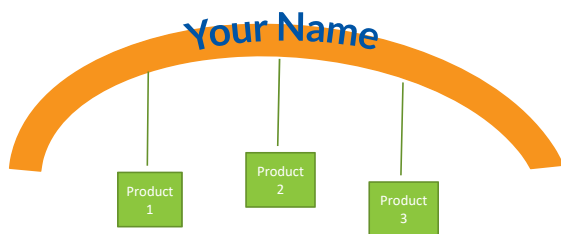
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## “Umbrella” Personal Brand



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## Naming Steps



- Create
- Clarify
- Confirm
- Claim

Expert Visibility

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## Confirm

- Survey Monkey
- Friends/advisors
- Focus group
- Poll on FB
- Adwords, FB or LinkedIn ads



Expert Visibility

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## Naming Steps



- Create
- Clarify
- Confirm
- Claim

Expert Visibility

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## Claim

- **Buy domains**
  - Misspellings
  - Common mistakes
  - .net, .org, .tv
- **Social media**





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## Domains We Own

CLUTTERDIET.COM	CLUTTERDIETMEMBERSHIP.COM
CLUTTER-DIET.COM	CLUTTERDIETMEMBERSHIPS.COM
CLUTTERDIET.NET	CLUTTERDIETSTORE.COM
CLUTTER-DIET.NET	CLUTTERDIETVIDEOS.COM
CLUTTERDIET.ORG	CLUTTERFITNESS.COM
CLUTTER-DIET.ORG	CLUTTERFITNESS.NET
CLUTTERDIET.TV	CLUTTERFITNESS.ORG
CLUTTERDIET.XXX	CLUTTERFREEDIET.COM
CLUTTERDIETBLOG.COM	
CLUTTERDIETBOOK.COM	

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## Domains We Own

DECLUTTERDIET.COM	ORGANIZINGDIET.COM
DECLUTTERDIET.NET	ORGANIZINGDIET.NET
DECLUTTERDIET.ORG	ORGANIZINGDIET.ORG
THECLUTTERDIET.COM	ORGANIZINGVIDEOS.COM
THECLUTTERDIET.NET	GETTINGORGANIZEDVIDEOS.COM
THECLUTTERDIET.ORG	
THECLUTTERDIETBOOK.COM	
THECLUTTERFREEDIET.COM	
THEDECLUTTERDIET.COM	
THEORGANIZINGDIET.COM	

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## Domains We Own

EXPERTVISABILITY.COM  
 EXPERTVISABILITY.COM

LORIEMARRERO.COM  
 LORIMARRERO.COM

ORGANIZING-CONSULTANTS.COM  
 PRODUCTIVITY-CONSULTANTS.COM  
 PROFESSIONAL-ORGANIZING.NET

IMPROVEYOURMOVEBOOK.COM  
 MOVINGWORKBOOK.COM  
 REASONPRESSPUBLISHING.COM  
 SIMPLEDIVISION.COM  
 SPACESCAPING.COM

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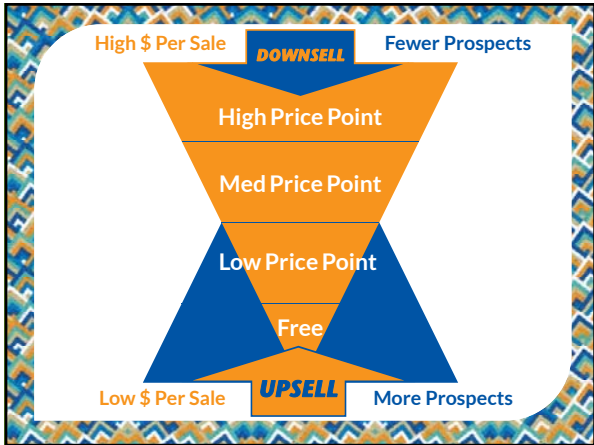
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What's Next...

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**Expert  
Visibility**

[eviz@loriemarrero.com](mailto:eviz@loriemarrero.com)  
for program assignments & questions,  
[service@loriemarrero.com](mailto:service@loriemarrero.com)  
for other issues

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