



Types of Services

- Coaching
- Consulting
- Speaking
- Content Provider Work




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





Starting With a Coaching Client

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



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



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









Types of Speaking: Your Own Events

- “Lunch & Learns”
- Seminars
- Multi-Day Events



 Expert Visibility

What You Need

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



 Expert Visibility

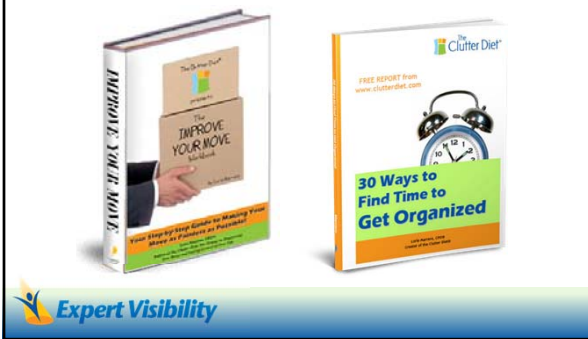


Products
*Information
Products*

Apps



eBooks/Reports



Audio/Podcasts









Membership Sites

WishList
MEMBER

CustomerHub
by Infusionsoft.

KAJABI

Wild Apricot
Build. Connect. Grow. Membership & more.

Expert Visibility

Products

Naming

Naming Steps

- Create
- Clarify
- Confirm
- Claim

Expert Visibility

Create

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

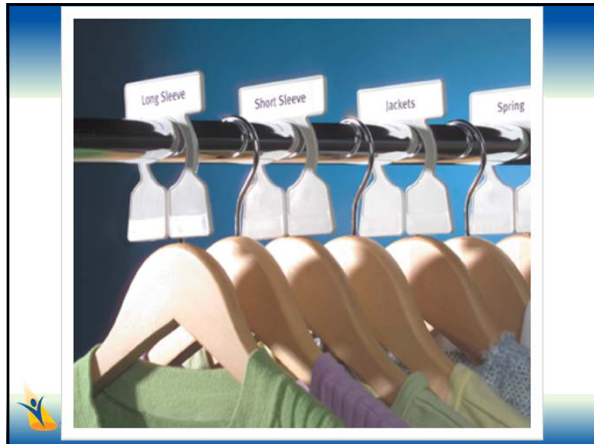
BELONGING / MEMBERSHIP

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

Create

<http://amzn.to/samhornpop>



Naming Steps

- Create
- Clarify
- Confirm
- Claim

Expert Visibility

Clarify

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

Expert Visibility

Naming Checklist

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



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




Bonus Attributes



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



Clarify: Respect IP!



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



What if someone has it?



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



What if someone has it?



- Alternatives:
 - “THE__”
 - “__Online”
 - “__Design”
- Avoid hyphens and numbers



What if someone has it?



- Consult an attorney about trademark classes and book names



BAD URLs!

- expertsexchange.com
- therapistfinder.com
- <http://bit.ly/dn5n10>
- form-and-function.org



Clarify: Beware of Limits!

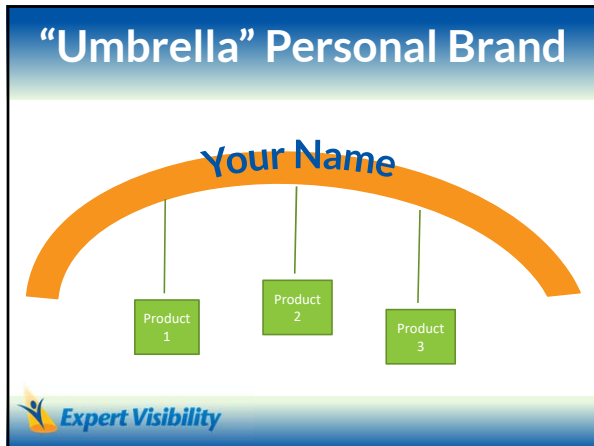


- Geographical location
- What you do
- ___ & Associates
- Your own name



Company or Brand?









Naming Steps



Create

Clarify

Confirm

Claim



Claim

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




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	

Domains We Own

<p>DECLUTTERDIET.COM DECLUTTERDIET.NET DECLUTTERDIET.ORG THECLUTTERDIET.COM THECLUTTERDIET.NET THECLUTTERDIET.ORG THECLUTTERDIETBOOK.COM THECLUTTERFREEDIET.COM THEDECLUTTERDIET.COM THEORGANIZINGDIET.COM</p>	<p>ORGANIZINGDIET.COM ORGANIZINGDIET.NET ORGANIZINGDIET.ORG ORGANIZINGVIDEOS.COM GETTINGORGANIZEDVIDEOS.COM</p>
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Domains We Own

<p>EXPERTVISIBILITY.COM EXPERTVISIBILITY.COM</p> <p>ORGANIZING-CONSULTANTS.COM PRODUCTIVITY-CONSULTANTS.COM PROFESSIONAL-ORGANIZING.NET</p>	<p>LORIEMARRERO.COM LORIMARRERO.COM</p> <p>IMPROVEYOURMOVEBOOK.COM MOVINGWORKBOOK.COM REASONPRESSPUBLISHING.COM SIMPLEDIVISION.COM SPACESCAPING.COM</p>
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