



Branding for Coaches: Friday Round-Up

Do coaches need a personal brand? According to experts, you have one whether you want one or not. Branding encompasses everything from your business name and logo to your purpose, vision, and values that reflect the real you. Below are five resources that can help you define your coaching brand and stand out from the crowd.

- “6 Steps to Redefining Your Brand in 2014” by Jason Cieslak – The world is filled with forgettable brands. Is yours one of them? Author Jason Cieslak offers six steps that can help you achieve a better brand. Trends come and go, he says, but these simple steps will stand the test of time. [Learn more.](#)
- “Personal Branding 101” by Lisa Quast – “The overall goal with branding is to differentiate yourself in the market so you can obtain your objectives,” Lisa Quast, a contributor to Forbes explains. In this article, she provides a step-by-step process that includes defining your brand, positioning your brand in a different way than your competitors, and then managing all aspects of your personal brand. [Learn more.](#)
- “3 Key Steps to Building a Powerful Personal Brand” by Kevin Baum – Do coaches need a personal brand? According to author Kevin Baum, you have a brand whether you want one or not. “Your personal brand is the impression you make, combined with the reputation you create in society,” he says. “This is simply the way you present yourself to the world and the impact you have after you leave.” [Learn more.](#)
- *BE Your Own Brand: A Breakthrough Formula for Standing Out from the Crowd* by David McNally and Karl D. Speak – In this second edition of their classic book on personal brand David McNally and Karl Speak show that developing a personal brand is not about constructing a contrived image. Rather, it is a process of discovering who you really are and what you aspire to be. The hallmark insight of this new edition is that the best way to establish a strong and memorable brand is to make a positive difference in the lives of others through making lasting impressions that build trusting relationships. (From Amazon.com) [Learn more.](#)

How have you branded yourself as a coach? Share your experiences in the comments section below.

