



PROFESSIONAL CHRISTIAN COACHING TODAY

Chris McCluskey & Kim Avery

*The podcast dedicated to Raising the Standard of Coaching...
and Changing the World*

Episode 010

Communicate Your Value through Powerful Branding

CHRIS: Well we have what should be actually a pretty fun topic today although it might not sound fun initially to listeners. That's because it has to do with marketing, which for many people is a bad word, but for any coach who is trying to establish their coaching practice out there in the market place, marketing is a hugely important topic and so if we can bring some energy to it and some lightness and even a little bit of levity to it, if it could become so called fun, that would be a very good thing. I don't think there's anybody better to bring that kind of energy and fun to such a topic than Kim Avery, my co-host here. We're going to be taking up the specific topic today of branding, right Kim?

KIM: Absolutely and it's one of my goals, to turn everybody into a lover of marketing and so I'm going to try my hardest to make it fun.

CHRIS: All right. Why don't we start out just maybe help us get on board with it, the definition of, what do you mean by branding?

KIM: Good. We often think of brands in terms of products. Nike, just do it or Target has that big kind of Target symbol that goes with their store and so products are branded.

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That has been with us for a long time. Years ago, Tom Peters wrote an article for Fast Company, the magazine, and the name of the article was called The Brand Called You. He brought awareness to something that has always been true and that is that each of us in a sense has a brand. I mean face it, when people talk about you, they are going to fill in the blank with something. They will say, “You know Chris McCluskey, he’s the one who....” and whatever they fill in that blank with in a sense is your brand.

The question is, is that the brand you want to be communicating? Is that what you want to be remembered for or is there something definitely authentic, true to you that you’d prefer that people communicate about you. When we think about intentional branding, we’re thinking about three different things and we’ll go over each of those today. In essence, we’re talking about somebody’s unique value proposition. I look at it this way, several years ago, my husband, he owns a sales company here in Florida, put out an advertisement, I think newspaper, Monster.com for a receptionist and he got 600 applications.

CHRIS: Whoah, okay.

KIM: I know, right, for a receptionist. Sometimes I help him sort through applications and resumes, and it’s crazy, Chris, because of course they all said the same thing – good at Word processing, I can handle a telephone system, I’m good with people, I’m a great communicator, whatever it is that people need for that type of job. Your qualifications for a job or to be able to do something, they don’t get you the job. They just get you an invitation to the party. The question that my husband and I are asking as we look at 600 applications is who is different, who brings something above and beyond the ordinary qualifications to the table because surely, that’s the person we want to hire. The people who do that have usually taken the time to brand themselves, to just think it through very, very intentionally. That’s what we want to help people do today.

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CHRIS: Let me underscore that then because that's the whole premise of everything else that we're going to cover here that your abilities are simply the invitation in the front door or as you said they get you to the party. You're in but that's what you do. That's "I can do this, this" or "I'm a coach" or "I'm a certified coach" or "I'm a specialized coach in this, that, and the other." Those are not our branding. Our branding is the thing that's actually going to get us the actual interview and hopefully the gig, the job.

KIM: Absolutely. Whether it's the corporate world or whether it is as an individual coach out there marketing your services, you need to think about things that make you unique, stand out from other people. That's really the first main consideration that I wanted people to think about today and I think of the two words - know who - who God created you to be. In the message translation of the Bible in Galatians 5:26, it says, "Each of us is an original." Here's the beautiful thing. We don't have to invent something. We certainly don't get to choose who we want to be. God has made each of us unique reflection of His glory, kind of like a fine diamond. When you look at the different facets, you see different things in it and so every person brings incredible value to the table, to the field, to their job. The question for us is to explore it, to know it, to name it so that we can be articulate in it.

CHRIS: That's the thing that we're looking to do. We're all persons. In this case, we're all coaches. We're trying to get the word out that "Hey, I'm a coach too." Well, that's not going to make us stand out so what kind of a coach specifically, what facet? What things make you special or unique? That's what we're looking to parse out in identifying our unique branding.

KIM: Yeah and not just even our strengths. That's certainly a part of it but I think about our personality as well. We know in marketing a service business like coaching, people do business with people that they know, they like, and they trust. In other words, they are doing business with us as a person. It's not a company. I don't want to say something on my bio, on my website real corporate like "We serve people who..." Well, who's the "we"? I'm Kim Avery. I'm Kim Avery Coaching. I'm an

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individual and most coaches do practice that way as an individual. Also, people choose coaches because of their personality. There's something in them that really connects, but there's a danger. Well, there's a difficulty and then there's a danger. Let me start with the difficulty.

The difficulty is often the things that are most central to who we are, we take for granted because we're so used to that. If I have a particular strength, for example, Chris, I'm very strategic. It's easy for me to assume, "Well, everybody thinks like that. Everybody certainly looks at the big picture, breaks it down, and reverse engineers it. Why wouldn't they?" Because that's the only way I've ever thought, that's all I know, and so it's difficult, I think, to sometimes know the things that are most important about ourselves. The other half of that equation is it's also difficult to know if people are perceiving that, the way we're experiencing it. I may see myself as quiet, introverted or extroverted and outgoing, but what is other people's experience of me? I need to make sure not only that I know myself but that people are experiencing me in the way that I want them to, the way that's most important to me.

CHRIS: You hit on many points there but one of the things that I want to emphasize just in terms of thinking about our website. You mentioned our copy on it and that we don't want it to some grandiose sounding thing that we help people do this when it's us who are doing it. Many, many times when I look at people trying to establish their brand through their website, they do in fact write in the plural as if they are much larger or they will write in third person as if, I don't know, some magazine has come and interviewed them and says, "Kim Avery is a specialist in..." When you're putting your copy together and you're looking to brand to help people catch the unique qualities of self, you want to write in the first person.

KIM: Yes.

CHRIS: "I love these things. I've done these things. I enjoy working with people who... I'm all about..." That personal touch of feeling like they are interacting directly with us

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is surely one of the most powerful ways of allowing somebody to sense our brand pretty early on because they are sensing our heart, our passion, our humanity.

KIM: Yeah and that's why we choose coaches. I've had three or four different coaches in my life. Well, probably more than that and they've all had very similar qualifications. I've chosen them because of something in their personality that I thought, "Well, I could work well with them" or "I would enjoy them." I remember one coach I interviewed and I didn't end up working with her. I asked her. I said, "Do you think you'd like working with me?" She seemed so kind of corporate, distant, and cold. There was a part of me that thought, "She might not even enjoy me and I don't want to work with someone who doesn't like me."

CHRIS: Yeah, not a good fit.

KIM: It just doesn't sound fun, no.

CHRIS: Not a good fit for either party.

KIM: Yeah. She probably has no idea she came across that way. That gets to the dangerous part of this. I worked with a gentleman one time several years ago, Chris who was in the corporate world and he wanted to get promoted. He wanted to move up the corporate ladder. One of the things we did and I'll talk about the value of this in a second, he went and took a 360 Assessment so that he could get honest feedback from people over him, his direct reports, his family, his coworkers, people 360 degrees around him, anonymous feedback to see what strengths, what personality, what they saw in him.

CHRIS: Smart.

KIM: Yeah. What was interesting is he saw himself as a leader, an innovator, a team player. Those 360s came back as he was aloof. He was distant and very individualistic. Now here's the thing, it's not that he didn't know himself. He had enough self awareness to know who he was. He had no idea he wasn't communicating that, that people's experience of him was different. He would sit in a

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team meeting and he'd think, "Well, I'm a team player so I'm going to give other people a chance to participate," and he'd sit back and not talk. When it came to key committee assignments that he could have volunteered for, again he thought, "Well, I want to do the humble thing, the team player thing and let other people have that position." So it's not so much that he didn't know himself, it's he didn't realize it wasn't coming across. When we think about getting to know ourselves, it can't just be from our own internal perspective. We really need to check it and to see other people's experience of us if we're going to approach this branding process realistically and work with what's really going on.

CHRIS: Wow, what an illustration of a critical point. There's first the issue of knowing yourself and then the issue of is that self being communicated. Had he not done such a 360 Eval, he might never have gotten that really valuable information just to improve as a person, let alone it would have tripped him up in this branding. Oh my goodness. His phone wouldn't have been ringing for anything.

KIM: Never. Part of the difficulty I think is coaches when we're working with our clients, all we have is self report. They say, "I am this way at work. I am this way at home. I'm this way at church," and I they are being sincere just as my client was sincere when he was thinking about himself in those terms. I do recommend that people are going through a branding process because they are starting their own company or they want to do better at work, or whatever it is. Go through some sort of 360 Assessment, something outside of themselves. I personally use the Reach 360. I've been trained in that because it's a great branding tool, but there's a lot of different, the DISC has a 360 Assessment. I think RightPath so many other people do. That's a great starting place when you're working with this branding issue.

CHRIS: Really valuable and that other piece then of now you do know yourself, is it being communicated effectively through your copy? I'm remembering a client that I worked with mentoring them, helping them to establish the launch of their website. The very first iteration of their website that they sent to me, this was also a pretty self-aware person, but part of what he was about was coaching persons in regard to

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spiritual growth that would be manifested in a greater sense of just overall peace, a greater security and the awareness that God holds all things in his hands. He is sovereign over all. We still have our work to do but tranquility was one of his keywords that he was looking to communicate, and combined with that passion of his and that deep core part of self, he also had a great deal of energy. He was an enthusiastic kind of a human being, kind of enjoy life to the fullest, live it out. Don't just be peaceful and tranquil and kind of fall asleep.

His copy came and I can't recall now what the name of the website even was, but tranquility was in the name. So let's say it's tranquility coaching and one of his primary colors that he was using on the website was electric lime green. I don't know about you but somehow, even though we have a self aware person, there was some great stuff that could draw tranquility life coaching and electric lime green don't go together. So not only knowing but then the struggle of figuring out how to communicate that brand out to the marketplace so that it resonates, people actually get what it is you're offering. It doesn't seem disconnected.

KIM: Right. It needs to be congruent. People can sense the dissonance when there's something off in your message and they may attribute it to something negative or intentional, even if, like you said, even if it's just a random color choice. I want to nail down some of the specific ways that people can communicate that in just a second, but before we go to that, let's go to the second. The first point was know who God created you to be, your unique attributes and how other people perceive you as well.

Secondly, it's kind of know what. The question about know what is what is your competitive advantage? Each person who is listening, like you and I, Chris, we have dozens, who knows hundreds of unique, wonderful qualities that God has woven into us, but not all of them are relevant to the people that we're called to serve, whether it's your company or whether it's your particular client. In the corporate world, they think of this as your ROI. What's your return on investment? When you go with a company, how can I save you time, save you money, or make you money? Those are

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the only three things companies are going to care about. I need to be clear on how I help you do that when I go for that job interview. When it comes to building your own business, people put it different. They say the only radio station that people listen to is WIIFM – What’s In It For Me, right?

CHRIS: What’s In It For Me – WIIFM.

KIM: We do tune into that a lot, don’t we?

CHRIS: Yeah.

KIM: And it’s natural for our clients because they are thinking about solving their problems and working with someone who can help them with issues or desires they have in their lives. Good for them for taking it through that grid. If I, and I wouldn’t, but if I were to talk on my website about how I’m such a great pogo stick jumper, a knitter, or who knows what other kinds of things I might be particularly good at just to give an extreme example, that’s good but they are not relevant. It doesn’t help my client know how I’m going to help them. We need to connect the dots for them because they are so distracted and busy. They are not going to connect the dots.

So I tend to be a high energy person if you haven’t noticed by now, Chris. The question is, how is that a benefit to you if you work with me and I’m your coach, that strategic part of me. What is it that as a strategic person I bring to marketing that other coaches who have great qualities don’t bring to the marketing thing? That’s one of the reasons part of my tagline is bite sized marketing. I’m very strategic. I can look at the big picture, reverse engineer something and figure out what small tiny steps someone needs to take today if they want to end up wherever it is they want to end up later. I need to connect all those dots for them so they understand not just how I’m unique but how the ways I’m unique helps them with what’s important to them.

CHRIS: Beautiful. So you’ve used the word a couple of times now that is a piece of your three points here that is resonance. You’re looking now to take not only the self-awareness of who am I, what do I bring to the marketplace, and am I communicating

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that effectively out there, but who am I looking for this self, this message, this brand to resonate with? You've heard me in some of the classes, Kim, use a metaphor for resonance. I'll toss it in here because people seemed to get it immediately. We're a musical family. We have a beautiful grand piano in our living room and if I go into the piano and I strike, let's say middle C, on the piano, an interesting thing happens. As you strike the string, of course that string begins to vibrate but there's a thing in music of resonance that says that every other C on that piano up and down the register is going to also begin to vibrate at a very, very subtle level. Now you probably won't hear it with the naked ear unless I guess you were better trained than I am, but it is in fact vibrating in tune on its octave with that same note that was hit.

Another fascinating thing that happens is if my daughter's violin is in the same room, the string that would most closely ring on that tone is also going to be resonating or vibrating on. If my son's guitar is in there, it's going to be doing the same thing and in fact back to the piano, on the thirds and the fifths of the chords that would work with whatever key has been struck, there's going to be that very, very subtle but measurable with scientific instruments kind of a resonance going on. It's a nice metaphor for what we're looking to do in our branding.

There's no other coach out there exactly like Kim Avery, Chris McCluskey, or anybody else who is listening. We're all unique individuals. You're looking to identify a unique branding, yourself, and to then communicate it to the world. Know that there lots and lots of other variations on that basic song of your heart, message of your life, or things that you're most passionate about, things that you were created for who are going to hear your note, your song, and they are going to hear their own heart resonating or vibrating with that. It's as if our spirits are calling each other and say, "Wait a minute, that sounds like my song. Sing again. Sing a little bit more" and then they start kind of singing along. Those kinds of drawing things are nice to know. That's part of what we're looking for in the way we communicate our branding is not to attract everybody and anybody, and not that there's nobody else out there who will

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hear it but in fact that there are many other persons similar enough that when they hear it clearly, they will resonate with it and be drawn toward it.

KIM: Yeah. I think if you don't mind me throwing it back to you, you have a really good example of this because I remember sitting in a presentation you gave about a year and a half ago. I remember you saying you had this kind of presentation all prepared and you threw it out almost at the last minute. The presentation you gave instead was incredibly personal but it was infused with your values, your unique values, but I just watched everybody just melt in the room because it resonated with their values. I could just see them thinking, "I wish he were still taking clients. I want to work with him." Talk to us a little bit about that experience from your point of view.

CHRIS: Well, it was a fascinating experience and I'm glad you were there. I forgot actually a lot of our faculty were in that audience that day. This was at a world conference on Christian counseling. I was speaking on coaching of course. It had been well over a decade, probably 15 years that I had been traveling and speaking on coaching always with a PowerPoint presentation and in that PowerPoint presentation, there were always a number of key points and you've got your sub points and you've got your cute little things that work with your transitions and all. I had been doing reading, Kim, as I know you had been too here in the last few years on the power of story and how effective story is in resonating with all of us. We're wired for story. All of us love stories as children. We love campfire stories and there's just a piece of the way God knit us together probably a lot of why Jesus spoke to us so much in parables is that we're wired for story.

Having read that and having spent some time thinking about this particular message that I was about to give for probably the umpteenth time, I recognized that actually the PowerPoint presentation is the more left brained analytical invitation to the information that I was giving my audiences was not having the resonance that I wanted them to get. As I thought about story, I realized well, not only do we all love story but we love pictures. Picture books are always fun. So yeah I did. I radically changed that presentation.

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You'll recall that better than 45 minutes of it was in what would have felt like a slide show from years and years ago of just photos of our transition, my family's unique transition out here to the country, to our home, but the stories that went with it were not just me showing home videos and telling everybody about my life. They were instead stories about listening to your heart, discerning the desires of your heart, beginning to dare to sing that song and to start to take proactive steps toward it. So here is an illustration of somebody doing that in pictures, i.e. me, but the call was to every single person in the audience to think about their story and the season of life that they find themselves in now, a story they would like to read five, 10 years from now and how they feel like God is calling them, and your words kind of melted everybody. It was not that our story was beautiful, but that it resonated so strongly and calling out the willingness, the daring even to listen to their own stories.

KIM: Beautiful. It was a beautiful moment so I'm going to throw a slight caution in here though for people who are listening and that is simply because people share our values doesn't mean all messages, all niches, or ideal clients are equally viable or profitable. I really encourage people not only to emphasize what's most important to them but to do the research, to check the marketplace, to make sure that there are people who are willing to pay to be coached around that thing.

There are some niches that are wonderful niches. I think about working with missionaries and certain ministries, sometimes home schoolers are an example and the list goes on of people who are wonderful people groups to work with, but if you're looking to pay the bills with that particular niche, it's not enough to share the values and the song of your heart. Even though you want to communicate that, you also need to make sure it's something that can be monetized, so just kind of a business caution in here.

CHRIS: A very important business caution. I'm really glad you underscored it because you mentioned home schooling and of course, we're a home schooling family and so one of the six primary niches that I targeted when we first got established out here in the country was homeschooling families because homeschooling transition is a big

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transition and you don't have much of a template for it, back then especially, 17 years ago. Very few people had been doing coaching so there weren't a lot of other default visions to look to. People were needing visioning work. "Wow, enter coaching. This will be a great niche." Well, except for that unless you have money because of a lot of homeschoolers have multiple kids and often have one spouse staying home fulltime with those kids, so limited income.

We did some fantastic marketing efforts in branding through home schooling conferences that could have resulted in clientele except for that little issue of "we don't have any discretionary monies at all." Good thing I had six different niches, really important message to underscore. We have students come through the school all the time through the institute who have a great passion for, you mentioned, missionaries or for persons, say, returning to the workforce after leaving prison or coming up out of welfare state, single parents or whatever that are going to be important for them to be able to serve because it's such a passion of theirs. They must think of other niche areas as well to flesh out their services, to round out their income stream in their coaching services or they will not get the privilege and enjoy being able to work with those clients unless they are independently wealthy because somewhere along the lines, this has to pay for itself and those client populations alone are generally insufficient for most people.

KIM: Yeah, good and I love talking about niching. That's probably a whole podcast in and of itself, but it is important that when we think about branding and we're thinking about return on investment or what's in it for me, we wanted to resonate with me but we also want to emphasize if we need to monetize our business that that's the one.

So we've talked about know who God created to be and we've talked briefly about know what your competitive advantage is. What's in it for the other person. Why is it important that you have that unique advantage? The third one and we touched on it lightly is kind of know how we're going to communicate our branding. It's important that we do this across all channels. Thinking back to the client I mentioned earlier that I worked with a gentleman in the corporate world who thought he was a team

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player, creative, took initiative, and all those things, it wasn't so much that he wasn't who he thought he was. He had a communication problem. So he had to be very intentional in terms of how am I going to handle this in meeting? How am I going to let people know I'm creative and I'm an idea person? How am I going to demonstrate that I'm a team player? What would that take?

As he went around his work life, he just needed to have a lot of intentionality about that. For coaches who are staying at home, it's the same thing. We're going to communicate it in different ways online. We're going to communicate a lot through color like you said visually or even visually if we go to conferences, the way we dress. This is just kind of a coincidence, maybe it's not a funny coincidence, Chris, but I always like red. I'm high energy so red is a good color for me. My website always has some red in it, but I also drive a bright red Hummer. It's just typical for me. I'm kind of across all channels. I'm just a red kind of gal.

CHRIS: It's classic for you and it's funny because although you didn't choose that Hummer for any reason other than your enjoyment of a Hummer and it had to be bright red, it has become a part of your branding. I see other people posting in reference to having spotted a red Hummer somewhere or whatever. They post in some of your blogs that you have going or your Facebook profile commenting and joking on that red Hummer. It has become a part of your unintentional branding but very definitely so authentic. It's such an expression of you that it's funny how people pick up on that even when we're not intentionally trying to put it out there.

KIM: Right, it's congruent but you saying that made me think. "Gee, I wonder if that could be a business expense," but probably not. That would be an accounting podcast. So we just want to think about the other things – our riding voice, the way we communicate. I don't know about you but I followed people that I've really respected who've had a very gentle tone, but then they've let something really crass or rude, or profanity slip out and those kinds of things, and it's amazing how, it's not like I throw them out but it colors my perception of them just a little bit, not even so much because of what they said but it didn't fit my image of them, which is why we

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want to work from our authentic self and then communicate it because people are going to spot it.

CHRIS: I'm just emphasizing the value of the point there and it's a conscious working from that. It's not just that it naturally happen for us. I'm thinking here about another student that I had mentor coached around launching of their practice. They were targeting business personnel. This was a 30's something, let's say 35-ish young man and by no means like a hipster or a dude or anything. He could hold his own in the market that he was going for, but he had a professional photo shoot done and put the photo up on his website, and he was in a t-shirt. Not a junky t-shirt, not a printed t-shirt, but a t-shirt not a suit coat. They didn't a tie. That actually probably would have been overkill.

It's funny how something like that even, it doesn't have to be profanity, it doesn't have to be a crass joke, it can be something that just doesn't quite seem to fit or to resonate with the rest of the message that we're trying to send. In music terms, we would speak about dissonance. Somebody strikes a chord and then they throw in a dissonant note and your ears are going "Uugh, resolve that. Please resolve that. That doesn't seem to fit. Help me out there." I think it's tremendously helpful to actually have other people look at our copy, edit our material, look over our website, people who specialize in colors and branding kinds of things to give us two cents worth of feedback on, "Do any others see any dissonance with that message?"

KIM: I think you have a great point there, Chris, that I don't think branding can be a solo activity. Again, as much as we feel things within ourselves and we know them to be true to ourselves, how they come across to other people is always going to be a little bit of an unknown. We're actually going to have to invite people to comment. I know when I suggest to some of my clients that they take a 360 in terms of branding themselves, they are a little bit nervous because they understand some of the feedback they get may be constructively negative. You come across as this or I hear this or I see this," but I think would you rather metaphorically speaking walk around with spinach between your two front teeth and nobody tell you? It's better to have

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someone tell you and to know what you're dealing with so that you can handle it and move on with it.

CHRIS: And so we do invite that in. I mean your third point here of knowing how we do this, I can recall very clearly, one of the first significant business expenses I made in moving here to the farm out in a dirt road, middle of nowhere, I know in order to market, I'm going to have to travel and speak at more conferences, retreats, workshops, and such than what I've been used to. I put out money for an image consultant. I'd never thought about such a thing before and frankly back in my psychotherapy practice, it wasn't needed. Our marketing there was through pastors and churches, and there were 600 and some odd churches in the Tampa Bay area. We had people coming through the door more than we could serve. I didn't have to pay such close attention to my own personal dressing as long as I was clean and had a decent haircut, and my clothes matched. I was good.

But going out to speak before large audiences and you have that brief opportunity to make that first impression that people connect with, I realized, "Okay, my own presentation is every bit as important as my presentation in a promo piece that I have or a website that I'm putting together or my PowerPoint slides until they look good. How does Chris McCluskey look up there to the audiences that he is trying to appeal to? That image consultant really chewed me up. It was painful. I mean, she's talking about me being a short man and so you never go and speak anywhere without a suit jacket. We need to broaden the shoulders and give you a better presence up there, take up more space." I'm like, "Thank you, I think?"

KIM: And how much do I owe you for that?

CHRIS: Right, right. She said, "Those glasses have got to go. They make your face look chubby and round, and you don't need that." I'm like, "Wow, how do glasses do something other than that?" She showed me about the shape of the lens and what it does in elongating your face. You can go to hairstyle. For ladies of course you can go to makeup and accent jewelry pieces. You can go to colors big time. She did a

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wonderful color analysis on me. She actually wound up shopping some of the stuff for me online and then I would go and pick it up here in stores in St. Louis. She was in Texas. We were working via telephone, photos, and video of me. The point is, wow, how important just like attending to our branding and making sure it's congruent in our websites, in our copy, promo our blog, all those kinds of things, how important and how often neglected when it comes to our own personal self. Something in us just says, "Oh that's so vain. How shallow could you be?" I say, "Well, all I can tell you is it's surely translated nicely on that ROI thing." The return on my investment in that has meant a whole lot more business coming into my practice.

KIM: Sure because people will rarely, if ever, tell us why they haven't chosen to work with us. There's no way to get that kind of information and so we have to pay for it. Literally, go out and seek those kinds of contrary opinions so we know what we're dealing with. That was great. So thinking about then what we're hoping people walk away with, Chris, is that they will take the time, whether they are in the corporate world, in the ministry world, we could go on and on about "This is important for churches. They are very distinctive and have their own personalities" and then coaches in their own business to know who you are and make sure you understand other people's perception of who you are.

Secondly, how is that a competitive advantage? What is the advantage to the people you're ministering to or you want to work with that you are that way? Connect the dots for them so they get it very clearly and then just being very intentional to communicate it very authentically across all channels of your life so that there is no hidden dissonance that kind of turn people off and have them walk away from what it is we have to offer and the message God has given us to share with the world.

CHRIS: Bottom line on all of this is we're looking for our branding to send out the message of who we are to the people that we are most likely to be the greatest help to anyway and most likely to enjoy and then enjoy working with us, and we're seeking to have that message we're trying to send resonate with them.

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KIM: Absolutely.

CHRIS: I hope we qualified as bringing some fun to marketing there. I know Kim and I had a ball. We enjoy doing these and we laugh at each other as we're watching each other on Skype here. I hope that you as the listener did have some fun and that you picked up actually several key pointers. There surely are some things that might even be worth giving this a listen to again. Whatever things you take from it, if they kind of rub you wrong a little bit at first, if they maybe do sound to you too vain, too corporate, or too something that just doesn't sit with you, we would encourage you at least receive them long enough to take them before the throne. In other words, don't just chuck them out without consideration and definitely, don't just swallow them without thought, but take it in as with anything that we offer here. bring it before the Father and pray it through your seeking to understand, "Lord, how is it that you're going to enable me to establish a presence in the market place, that the clientele that you want to bring to me actually find me and are drawn then in by that message to actually become clients that I can serve?"

Well, good place to wrap up, Kim.

KIM: Absolutely. It was fun for me. I hope everyone else had a good time too.

CHRIS: Gang, until next time. Keep raising the standard and changing the world.

KIM: God's richest blessings to you.