

## Defining Yourself and Your Business

Defining your image and brand is key to running any successful business. If you haven't already defined how you would like your clients to perceive you and your business, you'll need to take some time to work on this critical initial step. The way you present yourself and your business will ultimately determine how successful your business will be. If you are unclear about the role you intend to play in helping your clients with their nutrition and wellness goals and what makes you qualified, how can your prospective clients be clear? So, first, take the time to define yourself and your business.

## Defining Your Image

Start by asking yourself a few questions before you set up your business.

- How do I want to portray myself to my clients? Do I want to take a well-structured professional or a more casual approach to coaching?
- Do I want a social media presence? If so, what image of myself do I want to come across?
- Will I post personal pictures of myself on social media? Consider the pros and cons of having a public social account. How much of your personal information do you want to reveal online?

## About You

One of the very first things a potential client will do is look at your profile image and your bio. They are your resume that you are presenting to the public. Your bio should be very strong and your personal image of yourself should be professional. After all, your clients will be hiring you, so of course, they want to know more about the person they are hiring. If you are new to coaching and lack similar experience, focus on your passion, education, and why you wanted to become a coach.

- **Image:** Add a professional photo of yourself. Your clients will want to see who you are.
  - Is the image you're presenting to your clients and prospective clients likely to promote your reputation or hinder it? Clients want to be coached by a professional. Therefore, your image should reflect professionalism.
- **Biography:** This is all about you, so take this opportunity to promote yourself. Be truthful, but also try to present yourself in the best way possible. Your clients will want to know that you are capable of doing the job and that you are qualified. Be sure to highlight what sets you apart from other coaches. If you are interested in speaking at conventions, health fairs, etc., say so.

- **Credentials:** Add your credentials. You have worked hard for a degree or certification. Flaunt your credentials. There are many coaches that have no qualifications. You have rightfully earned your credentials, now you need to let your clients know you are qualified.
- **Business Details:** Describe your business and your specialty.

## Define your Brand

- What color scheme do you want to use?
- Do you have a business logo? If you don't have a business logo and want one, you can get a professional looking logo at [www.fivrr.com](http://www.fivrr.com).
- Do you have a tagline for your business?

These are a few things to think about while setting up your profile. Branding will be covered in more detail later in the Nutrition Factors Academy section.

## Demographics

What is my target demographic of the clients that I want to coach?

- Age
- Gender
- Client Type
  - weight loss, healthy eating, bodybuilding etc.
  - Are there any type of clients that you don't want to focus on?
  - Are you within your scope of practice?