



*Aligned Branding*  
METHOD

Robert Notter  
SUCCESS COACHING

# *My Success Journey: Inner & Outer*



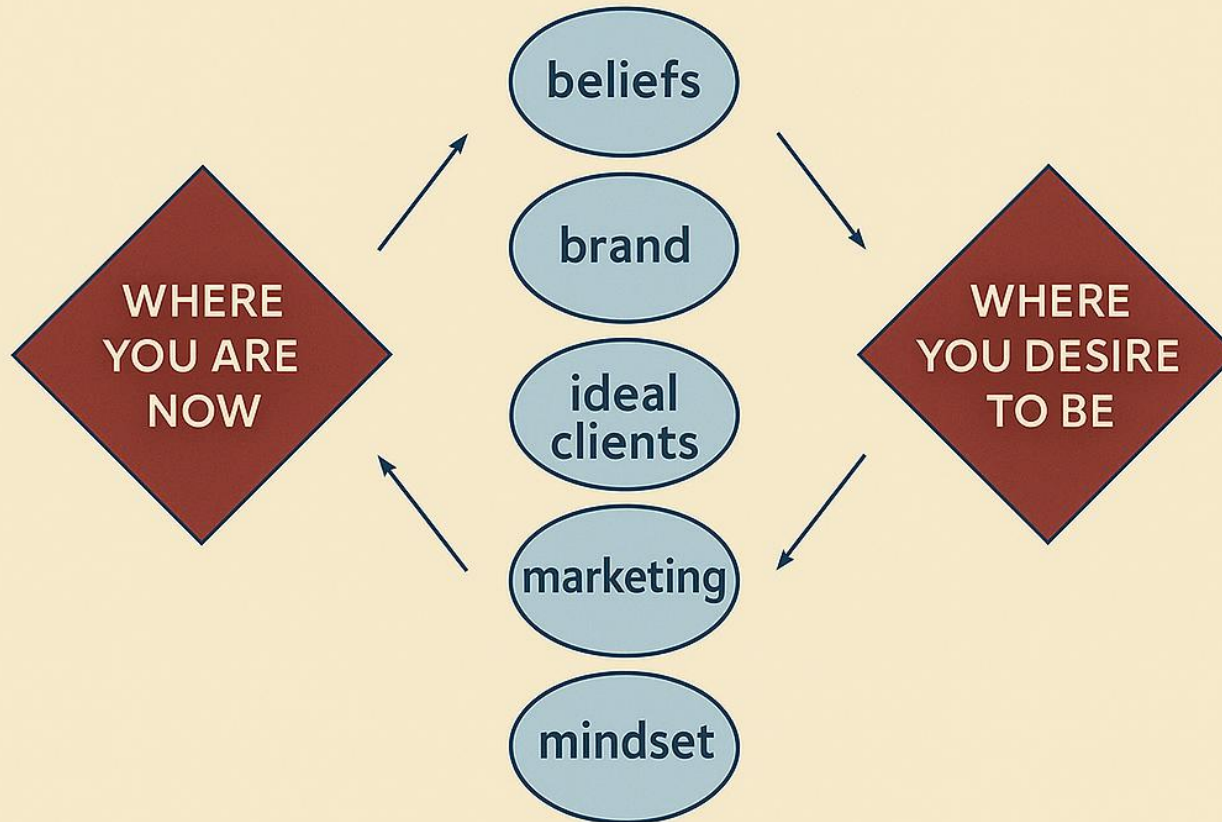
# My Key Insights



1. Trust My Vision & Mission
2. Get Out of My Comfort Zone
3. Connect With People
4. Build Relationships

# SUCCESS ALIGNMENT

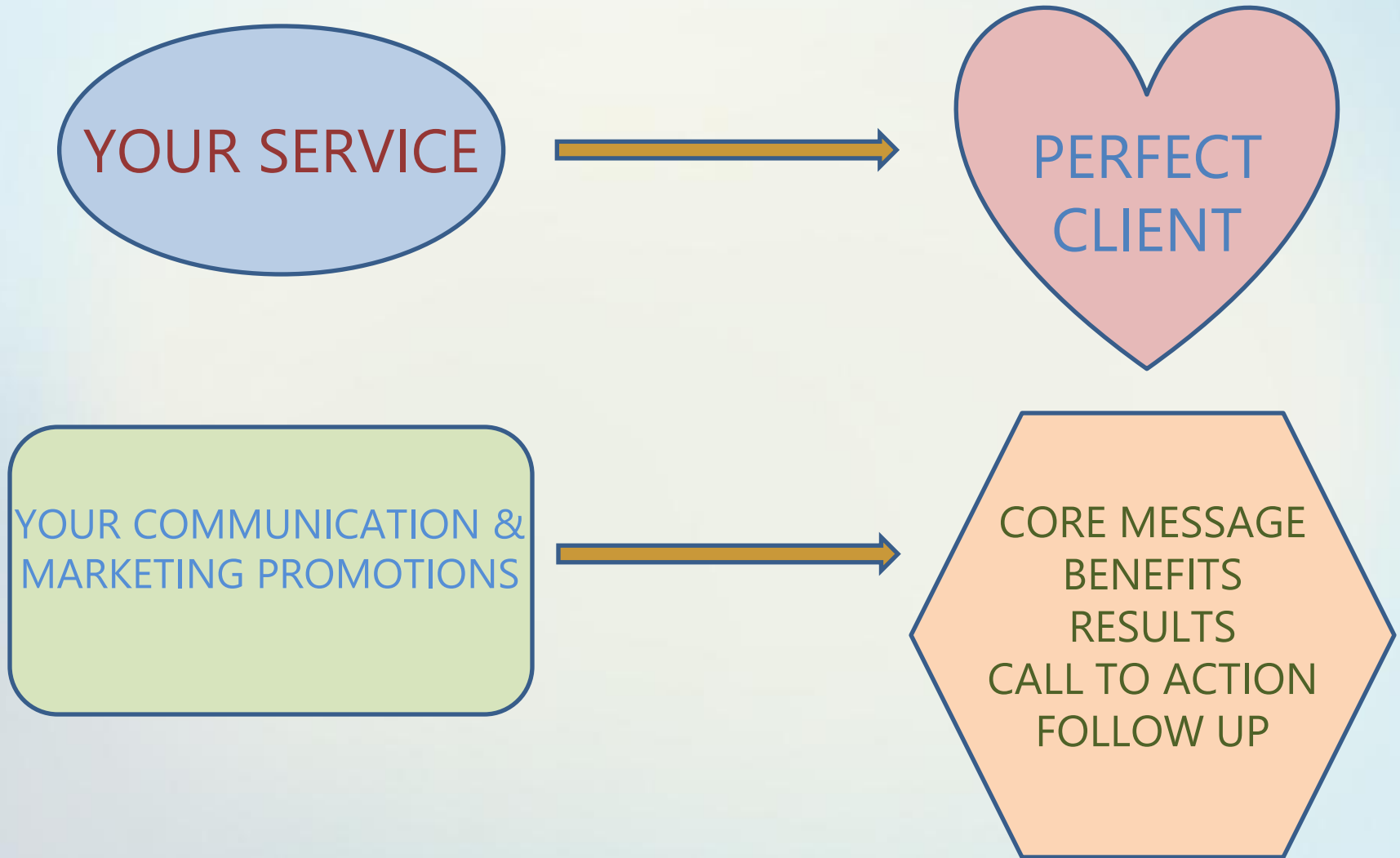
## YOUR VISION



# Your Client Profile



# SUCCESS FORMULA





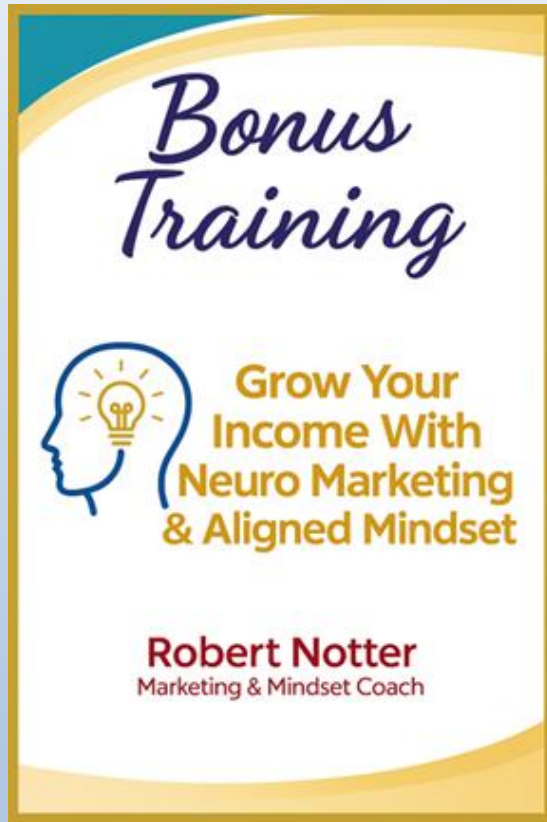
# What is traditional branding?

# The purpose of successful and authentic marketing is not for people to understand your services



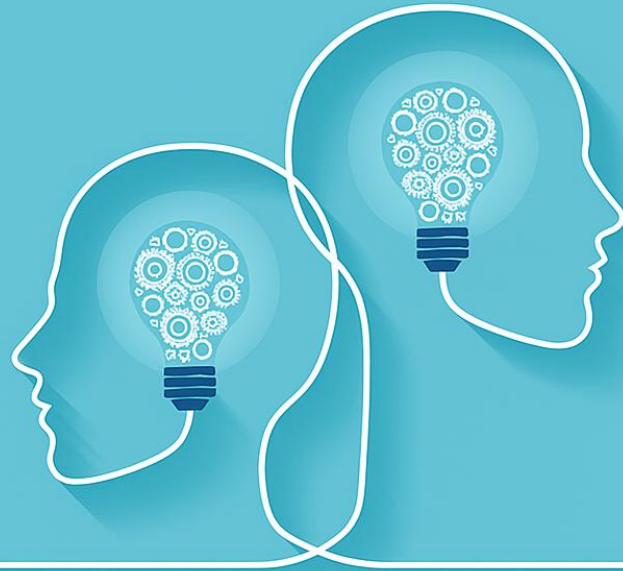
It's for them to **FEEL** that you understand them and what they are experiencing...**what they truly want and need...** so they resonate with your messaging.

# Bonus Workbook & Email Training



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# Neuro Emotional Marketing

# *You're Not Promoting Services: You're Offering A New Future*

- ✓ Who they'll become on the other side of challenges.
- ✓ They must believe in YOU and your SERVICES and THEIR ABILITIES **through your marketing and then through the engagement process.**

**Your goal is to design your marketing to pinpoint the challenges they want to overcome and the limiting beliefs and conditioning that keep them stuck.**

# Understand Their Process

- People aren't buying coaching/support from you. They're investing in your experience, the lessons you've learned, the training you've taken and the mistakes they'll avoid.
- They're not buying your program. They're paying you to support them step-by-step to know what to do (accountability and compassion) – and the challenges they'll overcome and how this will FEEL.

They're investing in the easier path so they save time and money and disappointment.

*You have to shift their current  
programmed thinking.*

Understand what it will cost to not take action.

How great it will feel to be where they want to be.







**NEW CLIENTS**

**COACHING  
PROGRAMS**

**SOCIAL MEDIA**

**PARTNERSHIPS**

**CLASSES**

**HAPPY  
PRACTITIONER**

A sunburst graphic consisting of numerous thin, radiating lines in a golden-brown color, positioned behind the word "Aligned".

*Aligned Branding*  
METHOD



# # 1: Clarify Your Core Alignment (Who You Really Are)

- ✓ Branding starts with your **energy** before creating graphics or visuals or logos or messaging.
- ✓ Align with your **true identity** —your values, beliefs, quirks, things that make you unique.
- ✓ Go beyond your CV – what makes you **magnetic**?

Ask:

*What energy do I want to present to the world?*

*What transformation do I offer just by being me?*

## # 2: *Identify Your Aligned Niche* (*Who You're Meant to Serve*)

- ✓ Focus on resonance, not just demographics—who “gets” you and **feels right** to work with?
- ✓ Use empathy + intuition: What are their true goals and **aspirations**, not just their problems?
- ✓ Avoid “perfection/procrastination” and start with one version of your **aligned client**.

## # 3: *Craft a Resonate Message (That Speaks from the Heart)*

- ✓ Drop buzzwords—use real, **emotionally appealing** language.
- ✓ Talk like a person, not a brand.
- ✓ Share what you **believe**, not just what you offer.

Ask:

*What do I value?*

*What do I want people to feel after seeing with my marketing?*

# Examples of Resonant Branding

## 1. Dove – “Real Beauty” Campaign

- Focused on self-esteem and real women.
- Message aligns with emotional truth, not just appearance.
- Takeaway: Resonates through authenticity and shared values.

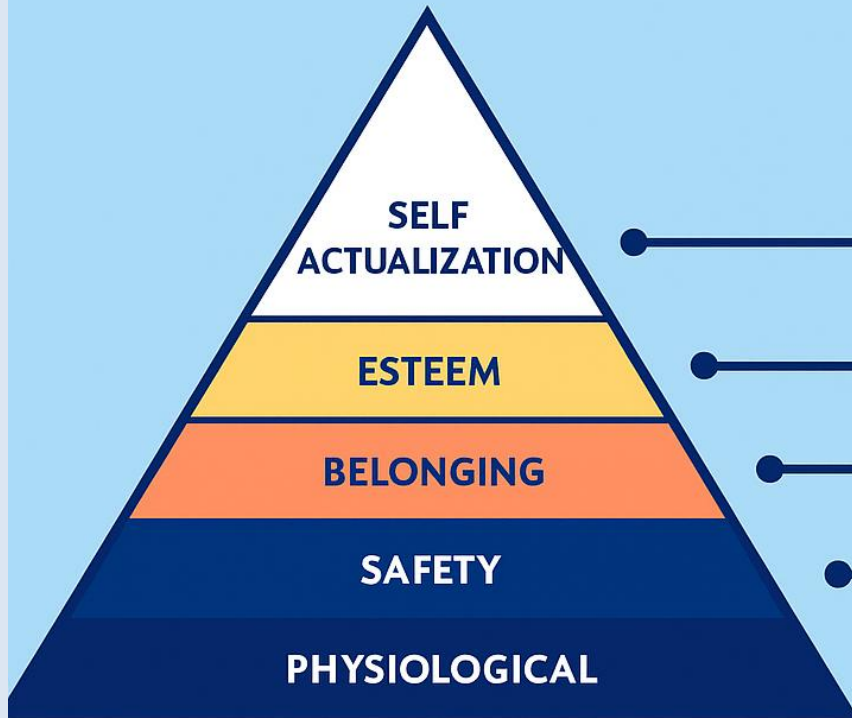
## 2. Apple – “Think Different”

- Promotes identity: creative, visionary, rebel.
- Invites people into a movement.
- Takeaway: Makes people feel empowered and unique.

## 3. Headspace – “Meditation made simple”

- Uses calm tone, friendly visuals, simple words.
- Feels human, supportive, non-salesy.
- Takeaway: Resonates by speaking gently to emotional needs.

# APPLE'S HISTORY OF EMOTIONAL BRANDING



Based on Maslow's Hierarchy of Needs, conceptualize how Apple has connected with its customers

A vertical timeline of Apple's branding history, showing the evolution of its logo, slogans, and products. The timeline is divided into six horizontal sections, each connected to a level of Maslow's Hierarchy of Needs by a line from the pyramid diagram on the left.

- Top Section:** Features the rainbow Apple logo and the slogan "Think different." This section is connected to the SELF ACTUALIZATION level.
- Second Section:** Features the slogan "Chic. Not geek." and an image of the iMac G4. This section is connected to the ESTEEM level.
- Third Section:** Features the "iPod" logo and a silhouette of a person listening to music. This section is connected to the BELONGING level.
- Fourth Section:** Features the slogan "Privacy. That's iPhone." and an image of an iPhone. This section is connected to the SAFETY level.
- Fifth Section:** Features a blue-tinted image of a man's face and the year "1984". This section is connected to the PHYSIOLOGICAL level.

## # 4: *Align Your Visual Identity (So It Reflects Your Energy)*

- ✓ Choose colors, fonts, and imagery that feel **energetically aligned**, not just trendy or what you think you should do.
- ✓ Your brand should **look and feel like you**—even as you evolve.
- ✓ **Consistency builds trust**, but *alignment is magnetic*.



LET'S KEEP  
TRAVELING  
FORWARD



## # 5: *Take Purposeful Strategic Action*

- ✓ Don't wait until it's "perfect"—clarity comes **from doing**.
- ✓ Use a mix of intuition + systems: have a repeatable strategy and **stay in touch** mechanism.

*Ask:*

*What's one small aligned action I can take each week to build visibility and trust?*

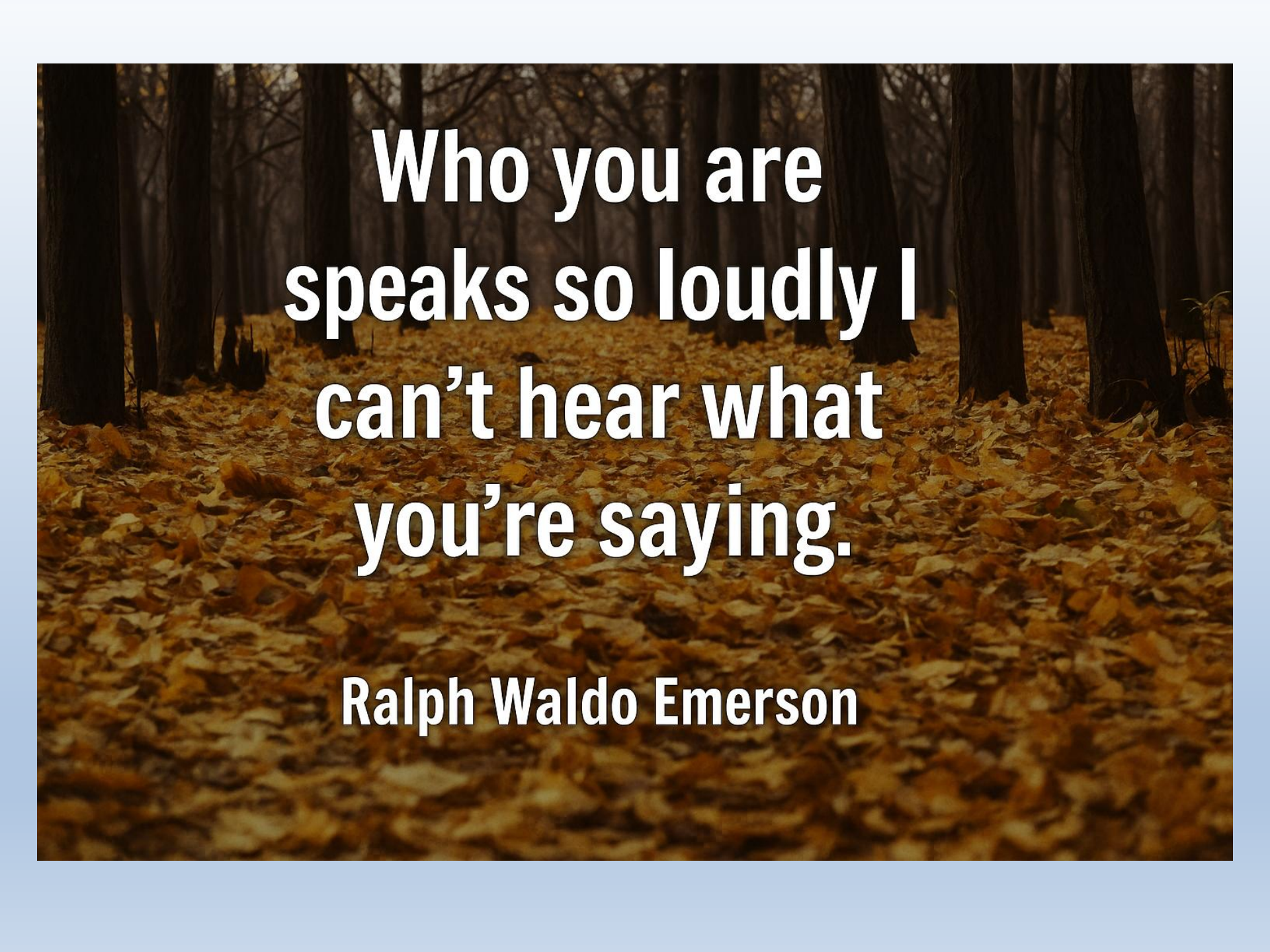
Aligned ✨  
Branding

CLIENTS  
✿



## **# 6: *Embody the Brand*** ***(You Are the Message)***

- ✓ Your **energy** teaches before your words do.
- ✓ Integrate mindset, alignment and grounding so you can continue to achieve growth and **each new level**.
- ✓ When you live your brand and **walk your talk**, it naturally attracts the right people.



**Who you are  
speaks so loudly I  
can't hear what  
you're saying.**

**Ralph Waldo Emerson**



# Neuro Coaching Method

CREATE POWERFUL CLIENT RESULTS  
& A HIGHLY PROFITABLE PRACTICE

Free 90-Minute Masterclass



Neuro Coaching  
METHOD

**EXPERT COACHING + SUCCESS PLAN  
= YOUR ABUNDANT PRACTICE**

New Course with *Robert Notter*

# Share With A Colleague

Share:

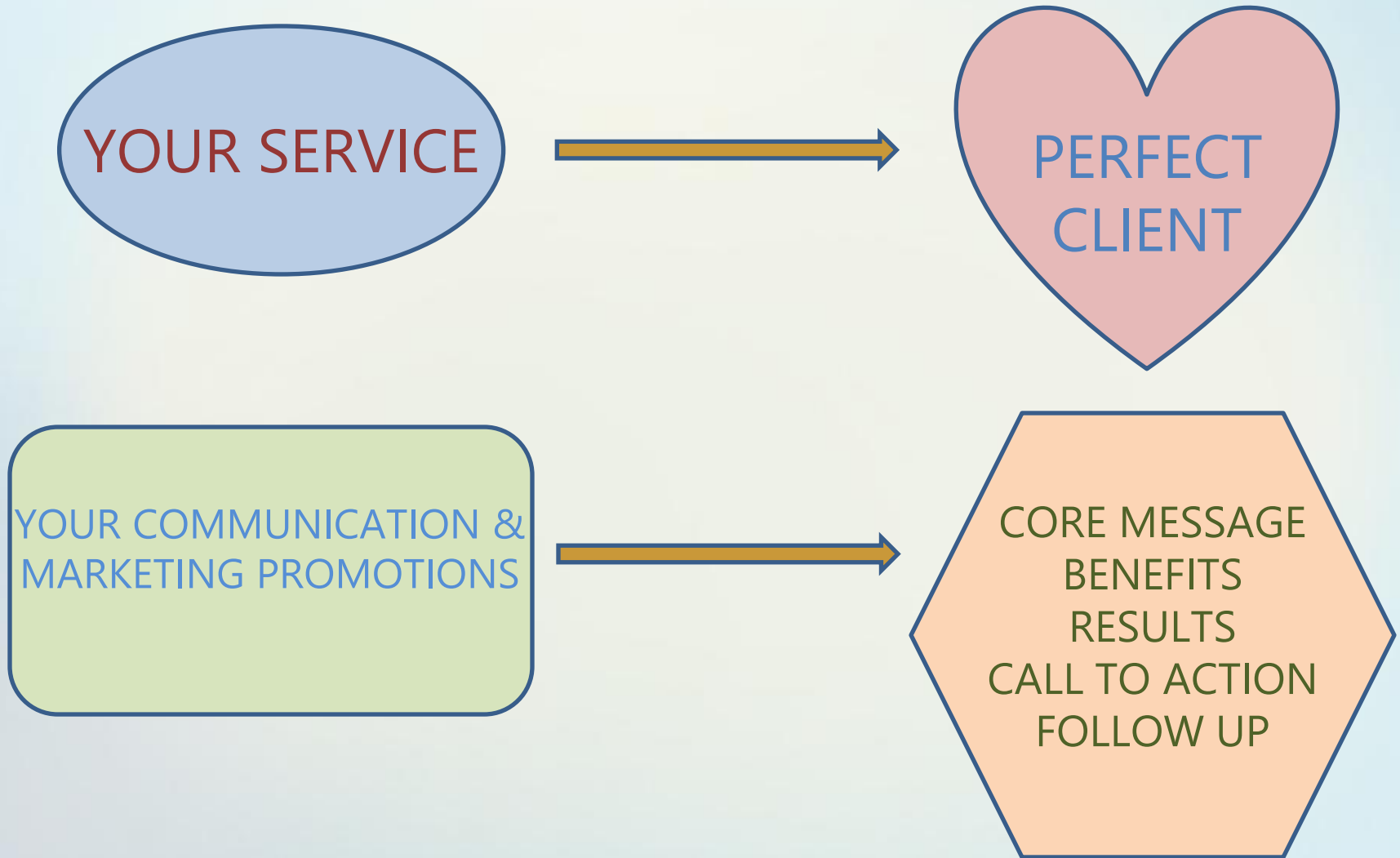
1. What do I stand for and what do I want my brand to embody?
2. My biggest takeaway so far.





# Client Generation Cycle

# SUCCESS FORMULA



# SUCCESS SOLUTION

In Order To Effectively  
Market To Your  
Ideal Clients You **MUST**  
Identify Their Biggest:

- ✓ Challenges
- ✓ Goals
- ✓ Feelings

Guide them **towards what  
they want** and away  
from what they don't.



example:  
Busy Executive



## Goals

- Energy all day
- No cravings
- Not need caffeine
- Sleep soundly
- Less health symptoms
- Time for herself
- Less health issues
- Fit in her old jeans
- Happy relationships
- Glowing skin
- Improved digestion

# “End Your Cravings For Boundless Energy”

## Coaching For Busy Women



- Do you wake up tired and worry how you'll actually **get through the day**?
- Are your **cravings for sugar taking over** and you can't lose the weight?
- Does **your midday energy crash** make you feel overwhelmed and exhausted?
- Is stress causing your mind to race and you wish you could **feel calm and in control no matter what's going on** around you?
- Do you want to **feel energized all day** while actually eating foods you enjoy?

*Marketing Key:*  
*A Clear Communication Strategy*  
**BONUS IN THE WORKBOOK**



# Where to Implement This

- Email promotions
- Social media posts
- Conversations
- Marketing materials
- Website
- Free “opt-in”
- Networking

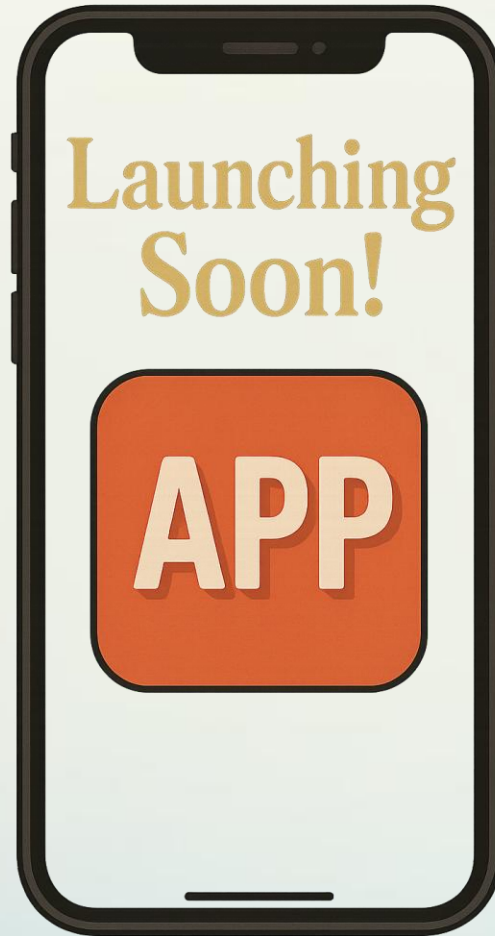
# *Where you should be now!*

- ✓ Get clear on what your clients/patients want
- ✓ Integrate new insights into your image/brand
- ✓ Recraft your marketing with benefits/brand
- ✓ Be **CONSISTENT** in taking action
- ✓ Research where your ideal clients spend time





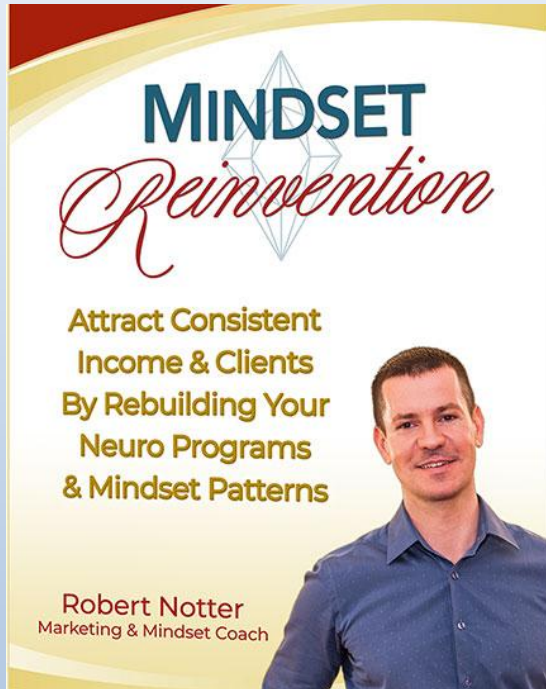
# PROFIT ALIGNMENT



# *Key Success Strategy* *Aligned Mindset*



# Bonus Mindset Webinar & Meditation

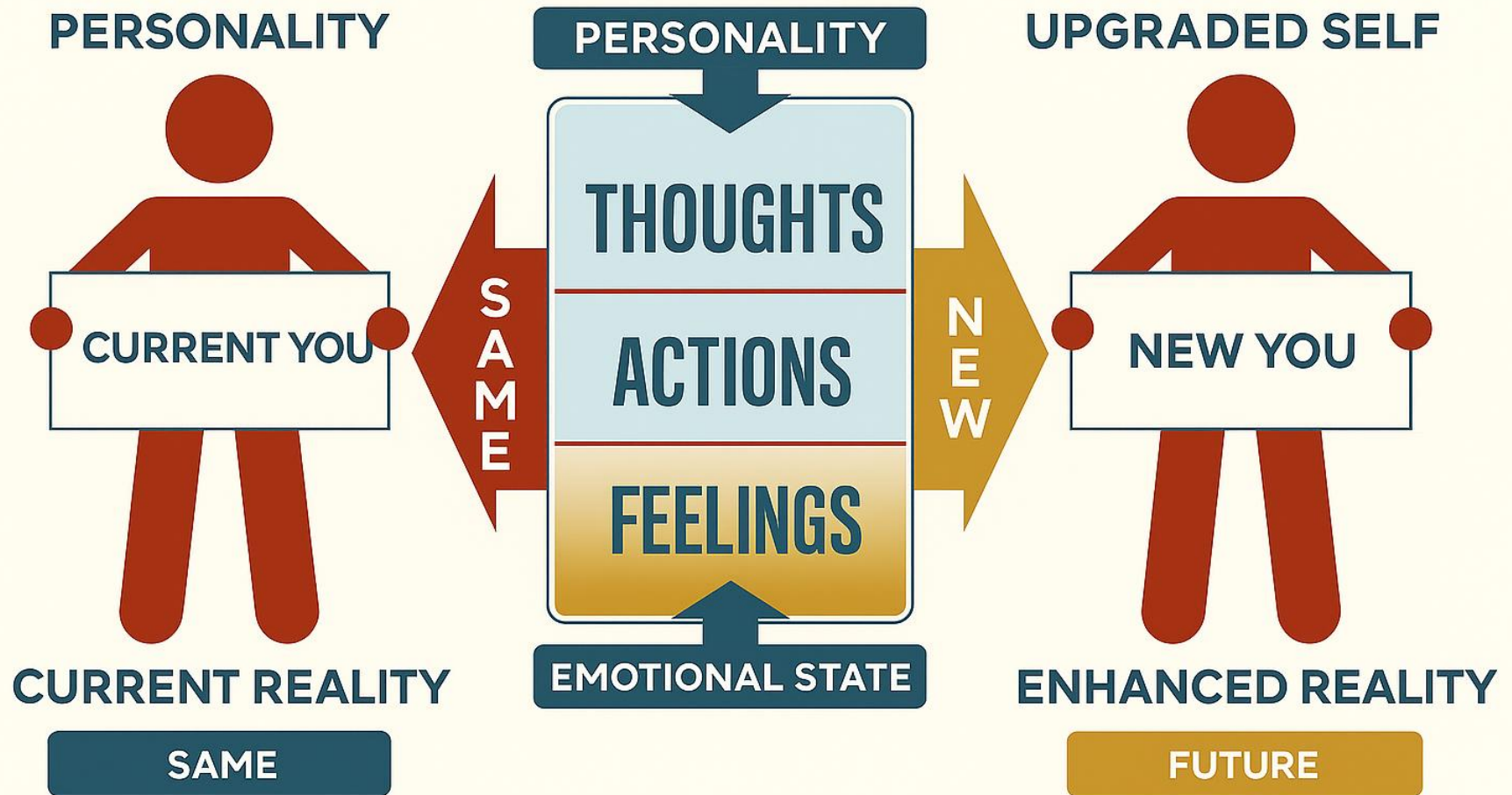


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# Your Personality Determines Your Success



## Conscious mind 10%

- Will Power
- Short-Term Memory
- Logical Thinking
- Critical Thinking

## Subconscious mind 90%

- Beliefs
- Emotions
- Habits
- Values
- Protective reactions
- Long-term memory
- Imagination
- Intuition



Do you tell yourself?

“I can’t do this”

“No one wants to pay me”

“I don’t know enough”

“More training, then I’m ready”

“I don’t need any help”

You Have The Power To  
Change These Patterns

Positive  
thoughts  
generate  
positive  
feelings  
and attract  
positive life  
experiences

# Mindset Upgrade Formula



# Confidence Growth Key

*Act, Think Speak & Feel As If You're Already There*

- ❖ Focus on your goals
- ❖ Imagine positive results
- ❖ Feel that in your body
- ❖ Have consistent support
- ❖ Speak with certainty
- ❖ Keep practicing!





Get in the driving seat of your thoughts. You control them and they absolutely control your life.

“ quote fancy

*Thank you and I am so  
honoured to support you!*



# *Questions and Support?*

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