



UK & INTERNATIONAL
HEALTH COACHING ASSOCIATION

wall to wall
health coaching
CONVERSATIONS



Building Your Professional Voice

Personal Brand, Positioning and Sector Leadership

FRIDAY 19 JUNE



UK & INTERNATIONAL
HEALTH COACHING ASSOCIATION

Robert Notter
SUCCESS COACHING

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Personal Brand, Positioning and Sector Leadership

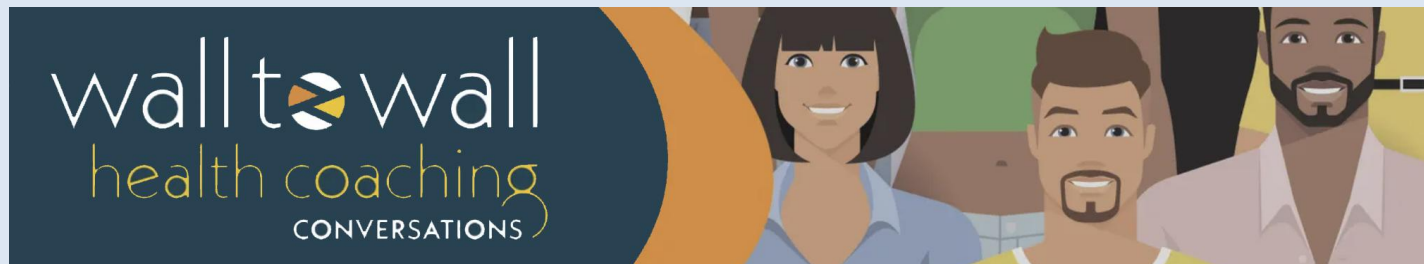


Robert Notter

Master Coach & UKIHCA Ambassador to the USA

Aligned Visibility METHOD

*Build Your Professional Voice for
Greater Impact, Income and Momentum*



“

Our chief want is
someone who will
inspire us to be what
we know we could be.

”

RALPH WALDO EMERSON



What Leadership Really Means

- ❖ Leadership is not about being the loudest voice in the room.
- ❖ It is about showing up with clarity, integrity, and consistency.
- ❖ Leadership means helping people feel seen, understood, and supported.
- ❖ Your visibility creates trust not only for your practice - but for the profession as a whole.
- ❖ Every time you speak, teach, post, or connect, you shape the future of health coaching.

Visibility Is Leadership

- ❖ Your voice may be the permission someone else needs to take action – be of service.
- ❖ Authentic visibility builds trust, connection, and momentum.
- ❖ Technology can support communication, but human connection creates transformation.
- ❖ The profession needs grounded, authentic voices.

WHY ISN'T MY VISIBILITY CREATING RESULTS?

WHAT KEEPS PRACTITIONERS STUCK



MORE PLANNING



WAITING UNTIL READY



OVERTHINKING



LEARNING MORE



DOING IT ALONE



LOW VISIBILITY

VS.

WHAT CREATES MOMENTUM



CONSISTENT ACTION



TAKING IMPERFECT ACTION



CLEAR PRIORITIES



LEARNING BY DOING



SEEKING SUPPORT



MOMENTUM

THE ALIGNED VISIBILITY FRAMEWORK

A Simple Path to Greater Visibility, Clients and Income



Visibility Pillar # 1:
Clarify Your
Core Mission

Clarify Your Core Alignment (Your Deeper Mission)

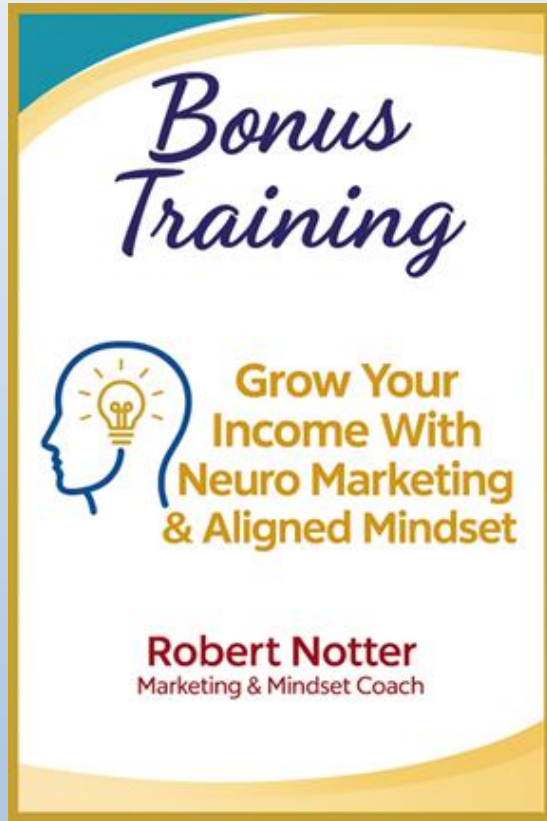
- ✓ What change do you want to see in the world?
- ✓ Align with your **true identity** —your values, beliefs, quirks, things that make you unique.
- ✓ Go beyond your CV – what makes you **magnetic**?

Ask:

What energy do I want to present to the world?

What transformation do I offer just by being me?

Bonus Workbook & Email Training



Go here:

www.BrandSuccessBonus.com

***Visibility Pillar # 2:
Identify Your
Aligned Audience***

Identify Your Aligned Audience (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**.

Your Niche Reframed

Your ideal client is:

- ❖ Someone who recognizes themselves in your words
- ❖ Someone you understand deeply
- ❖ Someone you enjoy helping
- ❖ Someone who values what you do
- ❖ Someone who wants to pay to solve their challenges



NICHE POSSIBILITIES



Niche Examples

- Provide support for entrepreneurs who struggle with low energy and poor sleep.
- Apply your training to women who want to increase energy, reduce stress and like the person they see in the mirror.
- Athletes who feel drained and want to improve their performance and stamina.
- Coach people who suffer with digestive issues to learn how to feel better and actually eat foods they enjoy.
- Support corporate employees to overcome cravings, think more clearly and increase their productivity.

Begin With Awareness

Instead of trying to get this perfect and potentially feel overwhelmed...

- Just start noticing who you feel drawn to and understand.
- Or if you already have a niche, explore how to connect more deeply.



Visibility Pillar # 3:
Craft Resonate
Messages

A sunburst graphic with many thin, radiating lines in shades of orange and red, positioned behind the word 'Aligned' in the title.

Aligned Branding METHOD

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.

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.**

Craft a Resonate Message (That Speaks from the Heart)

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

Ask:

What do I value?

What do I want people to feel when seeing my promotions?

SUCCESS SOLUTION

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



✓ Challenges



✓ Goals



✓ Feelings

THEN



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

THEN

example:
Busy Executive

Challenges

- Not enough time
- Low energy
- Always stressed
- Sugar cravings
- Poor self image
- Feels competitive
- Keep weight off
- Health issues
- Emotional issues

example:
Busy Executive

Goals

- Energy all day
- No cravings
- Not need caffeine
- Sleep soundly
- Time for herself
- Less health issues
- Fit in her old jeans
- Happier relationship
- Be in a relationship
- Less health symptoms

WHICH COACH WOULD YOU HIRE?



GENERIC MARKETING

Health Coaching Services

I help people improve their health and wellbeing through coaching.



VS.

- Better Health
- Better Habits
- Better Nutrition



BOOK A CONSULTATION



FOCUSES ON COACH



GENERIC



ABOUT YOU



EASY TO OVERLOOK



ALIGNED MARKETING

Wake Up Energised, Confident & In Control Again

FOR PEOPLE WHO:



Start every Monday motivated then lose momentum



Feel frustrated by constant food decisions



Know what to do but struggle to stay consistent



Want healthy habits that fit real life



YOU'LL EXPERIENCE:



More Energy



Greater Confidence



More Freedom



REQUEST A DISCOVERY CALL



FOCUSES ON AUDIENCE



SPECIFIC



ABOUT THEM



MORE COMPELLING



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Where to Implement This

- Email promotions
- Social media
- Consultations
- Referral conversations
- Marketing materials
- Website
- Networking



YOUR NEXT STEPS





YOUR NEXT THREE ALIGNED ACTIONS



Take a moment and write down:

1

What is **ONE**
visibility action
you could take
this week?

2

What is **ONE**
relationship
you could
strengthen?

3

What is **ONE**
opportunity
you could
create?

Small aligned actions create meaningful momentum.

— ✨ Your Visibility Message ✨ —



I help [people] who struggle with _____ to _____.



TOO GENERIC



"I help people reduce stress."



"I'm a health coach."



- Too broad
- No specific outcome
- Forgettable
- Easy to ignore



SPECIFIC & POWERFUL



"I help high-achieving professionals stop 3 a.m. overthinking so they can **sleep peacefully** and **perform at their best.**"



"I help busy parents struggling with overwhelm to have **more energy, confidence,** and feel **less stressed.**"



- Specific audience
- Clear transformation
- Memorable
- Easy to refer
- Attracts ideal clients



Visibility Blocker

- You keep analyzing instead of moving.
- You want the perfect wording, plan, or strategy.
- You keep questioning your niche, offer, or direction.
- You delay visible action because you want certainty.



Clarity usually comes through action, not endless analysis.

VISIBILITY STRATEGY

REFRAMED

INSTEAD OF ASKING:



“Where should I market?”



ASK:



“Where does it make sense for me to be known?”



Visibility becomes **easier** when your efforts align with your audience, strengths and professional goals.

- You're not expected to have all of this in place yet.
- Not about overwhelm, it's about integrating an understanding of the process so you can begin.



Share With A Colleague

Share:

1. What do I stand for and what can I do to be more visible?
2. My biggest takeaway so far.



***Visibility Pillar # 4:
Design Your
Aligned Client
Journey***

Why Trust Must Be Built Consistently

- People are busy.
- People are distracted.
- People may be interested but not ready.
- People may need repeated exposure before they believe your work is for them.
- One post, one workshop, or one conversation is rarely the full process.
- Trust is usually built through repeated moments over time.

ALIGNED CLIENT PATHWAYS

• A SUSTAINABLE ECOSYSTEM FOR TRUST, CLIENTS & GROWTH •

VISIBILITY CHANNELS



TRUST ENTRY POINT

-
- A large, ornate blue door with a gold handle and frame, set within a white archway. A gold key icon is positioned above the door. The door is slightly ajar, revealing a bright light inside. Below the door is a white, tiered pedestal.
- NEWSLETTER
 - VIDEO / AUDIO
 - FREE GUIDE
 - COMMUNITY

THE TRUST BUILDING JOURNEY



OFFERS



WHERE ARE YOUR CLIENTS ALREADY GATHERING?



Stop waiting for people to find you.
Show up where they already are.

Your Considerations

1. Begin to research where your possible clients are.
2. Who you know who could be a resource.
3. Where are they already investing time and money on their health and wellness?



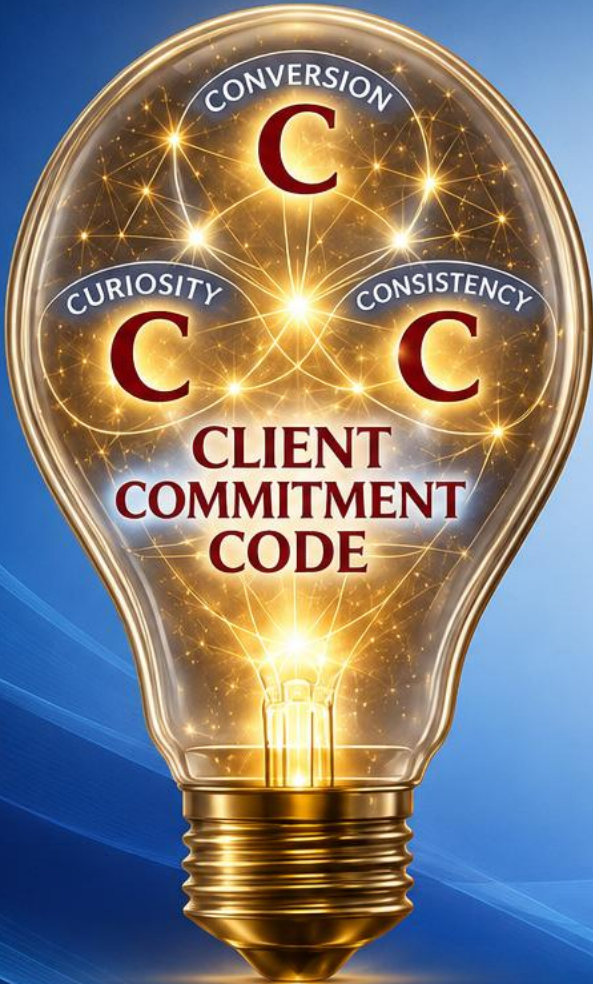
Awareness, not overwhelm.

Beyond Your Practice: Becoming a Leader in the Profession

- ❖ Speak about the value of health coaching in your community
- ❖ Build relationships with local wellness and healthcare organisations
- ❖ Share educational content that elevates the profession
- ❖ Support collaboration over competition
- ❖ Become a visible advocate for the future of health coaching

***Leadership is not only about growing your practice.
It is about helping elevate the profession itself.***

***Visibility Pillar # 5:
Align Your
Mindset and Focus***



THE CLIENT COMMITMENT CODE

— *The Missing Link Between
Interest and Enrollment* —

MASTERCLASS

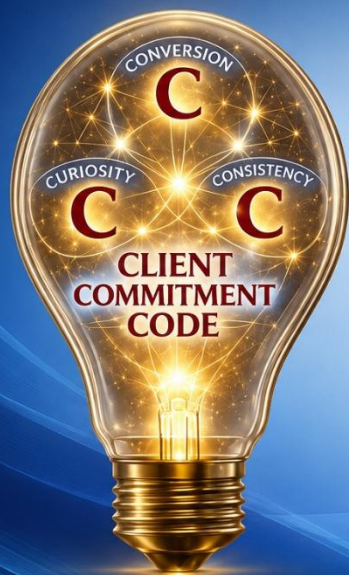
with Robert Notter



Wednesday, June 24th



1:00 PM Eastern | 6:00 PM UK



THE CLIENT COMMITMENT CODE

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MASTERCLASS

with Robert Notter



Wednesday, June 24th



1:00 PM Eastern | 6:00 PM UK



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YOUR PRACTICE IS A MIRROR

WHAT'S INSIDE



BELIEFS

What you believe
to be true



FOCUS

Where you direct
your attention



EMOTION

How you feel
most of the time



COMMUNICATION

How you speak
and show up

=

WHAT SHOWS UP



CLIENTS



MONEY



RESULTS

Change the *inside*, change the *outside*.



HOW BELIEFS FORM



Modeling + Repetition + Emotion = Programming



MODELING

You model what you see (parents, mentors, culture).



REPETITION

You repeat what you hear over and over.



EMOTION

It creates emotional meaning.



BELIEF

Meaning forms beliefs about yourself and life.



PATTERNS

Beliefs drive patterns and behaviours.



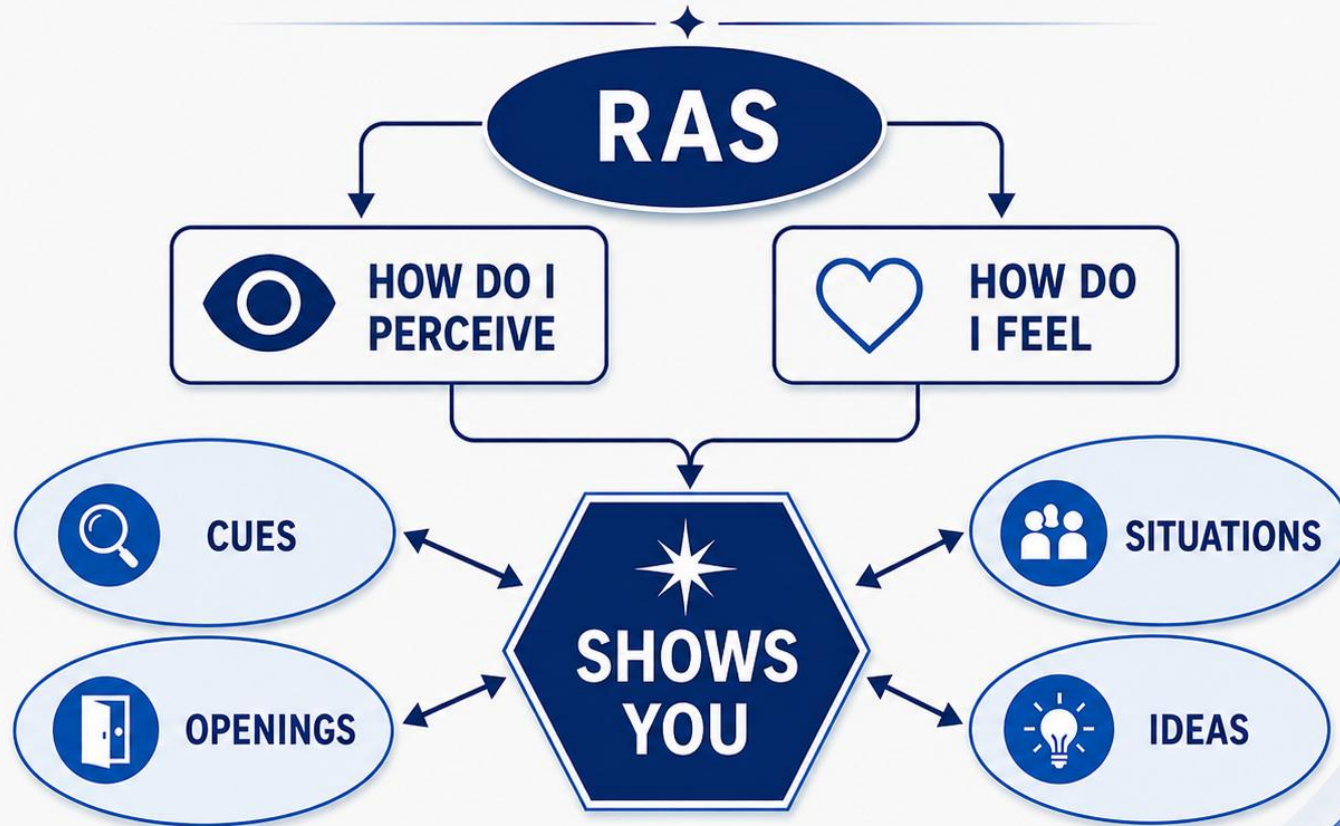
RESULTS

Patterns create your results over time.



This system doesn't change
unless you take action to **repattern** it.

OPPORTUNITY • SITUATIONS PERCEPTIONS • OBJECTS



How To Upgrade Your Success Mindset



Do you tell yourself?

“No one wants to spend money”
“I don’t like marketing”
“I don’t know where to focus”
“Others know more than I do”
“I don’t need any help”
“Success means less time for me”



**You Have The Power To
Change These Patterns**

Aligned Visibility Growth

Act, Think, Speak & Feel What You Want To Create

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





UK & INTERNATIONAL
HEALTH COACHING ASSOCIATION

MEMBER WEBINAR

How to Consistently Expand Your Audience, Grow Your Email List & Create More Opportunities



with
Robert Notter
Master Coach &
UKIHCA Ambassador

Wednesday 23 September - 7.30pm BST



UK & INTERNATIONAL
HEALTH COACHING ASSOCIATION

Robert Notter
SUCCESS COACHING

“

As you start
to walk on
the way,
the way appears.

”

R U M I



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

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IG:

RobertCarlNotter