

# YOUR UNIQUE & PROFITABLE BRAND

*The Essential Guide*



# Welcome

## Beautiful Soul

I'm Michelle Bateman. As a Confidence & Clarity Coach I've guided many Soulpreneurs to overcome the blocks that hold them back from the Soulful Impact they desire.

You want to do what you love and have clients lined up to work with you, yet you feel unsure how to stand out.

That's why I created  
**YOUR UNIQUE & PROFITABLE  
BRAND ESSENTIAL GUIDE.**

It's packed with the 5 Elements to be the go-to expert in your industry, and have clients pay you what you're worth!

Let's get started...



# HOW WILL A BRAND

## *Grow my Business*



A strong brand presence elevates your professionalism, showcases what you're about, builds relationships, and distinguishes you from others.

Brands bring consistency, which creates trust and loyalty. Brand trust is the new marketing currency according to Forbes, and TRUST is the number one thing your client needs to say YES to work with you.

In turn they will become raving fans, you'll retain them longer, and they'll do your marketing for you.

Creating a brand is an essential step to take your business to the next level, so you stand out, get paid and make the impact you desire

# 5 MISCONCEPTIONS

## *Of A Brand*

There are so many ideas of what a brand is, that we should clear that up before we move on.

1 A brand is NOT just a logo or colors

2 A brand is NOT just how things look

3 A brand is NOT necessary

4 A brand is NOT just for big companies

5 A brand is NOT too expensive to create

# WHAT IS A

# Brand

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A brand is more than a logo, it's the look, feel and representation of your business. It's how you are identified in the marketplace.

Your brand is your identity and builds trust. Once your clients trust one of your products, they will trust others. This fosters loyalty with them and they will share with others when they know, like and trust you.

With the huge amount of competition, now more than ever, you need to be **UNIQUE AND STANDOUT** in the crowd.

Many people see pink and sparkly things and immediately think of me. I'm recognized and top of mind, more likely to be remembered and chosen.

If you had to choose a company with a professional looking brand or one that hasn't made the effort, or is not appealing, you know which one you would trust more.

Show you are established, credible and what they can expect.

# HOW DO I *Stand Out & Be Unique*



The only way to stand out from the crowd and be noticed, is to find YOUR unique-factor.

If you're you a changemaker ready to have a Unique & Profitable Brand that's in alignment with you and your unique purpose, but don't know where to start, I understand. It's ok to ask for help.

We aren't meant to be good at all the elements of our business, I wasn't. The best decision I made starting my business, was to find a coach that was where I wanted to be, and could help me get there, avoid many mistakes and start making more money quicker.

An  
investment  
in  
knowledge  
pays the  
best  
interest

- Ben Franklin -

5 KEY ELEMENTS  
*Of Your Brand*

*Element 5*

**BE CONSISTENT**

*Element 4*

**HAVE A CLEAR MESSAGE**

*Element 3*

**TELL YOUR STORY**

*Element 2*

**BE THE FACE OF YOUR BRAND**

*Element 1*

**BE YOURSELF**

# Element One

## ✓ BE YOURSELF

Never try to be someone else, you need to be you. No one wants to work with someone fake or phony. Authenticity creates connection and builds trust.

I know we have spent most of our lives trying to blend in and fit in. Being different got us teased, judged, feeling like we didn't belong. I get it, I had run-ins with mean girls too.

You might also have people in your life (*aka friends and family*) that don't get what you do, don't believe in you, and have tried to squash your hopes & dreams, so you quietly blend into the background to save yourself from that happening again. Those days are behind you.

You have a unique gift that was given to YOU! No one else has the experiences and knowledge that you do, and no one will do it quite like you.

If you act like everyone else, you will blend in and fade away. Find what is **UNIQUE** about you and showcase that.

“You have to  
be **UNIQUE**  
and  
**DIFFERENT**  
and **SHINE** in  
your own way”

- Lady Gaga -

# Element Two

## ✓ BE THE FACE OF YOUR BRAND

Your ideal clients want to know, like and trust you before they say **YES** to working with you. If you are nowhere to be found on your website or social media business pages, that needs to change.

If you are afraid to put yourself out there and don't feel confident, it will hurt your business. I know the struggles my clients have faced to overcome the fear of being seen. Unworthiness from childhood is often at the root, and trust me I get it. I've struggled not feeling important enough. Self love and inner-child healing is key to moving past this and feeling confident to walk in the room and know you have value to offer.

*If you're not confident in what you do how will your clients be?*

A great way to build your confidence is to work with a brand photographer you trust. You might be freaking out right now, but hear me out, it's always good to get outside of your comfort zone. They will capture beautiful images of you, so you see yourself in a new light, quiet your inner critic, and secretly begin to see your beauty and put yourself out there.



# Element Three

## TELL YOUR STORY

Who doesn't love a good story. It's always so fascinating to hear the story behind the business. Why they do what they do, how they got there, where they came from, and what they overcame to be where they are now. This creates connection. Many people are loyal to certain businesses because of their story and what they stand for. Your clients want to get to know you and what you're all about.

One Christmas a client and friend gifted me a set of earrings from **Hillberg & Berk**. I had not heard of them at the time. She was gifted 2 pairs, one set was to give to some that sparkles in the world.

She immediately thought of me as I love all things pink and sparkly. They were beautiful crystal sparkleballls. She handed me a little card and said you need to read about the company, she supports women to shine in the world just like you. Her story began at her kitchen table in Regina, SK. Big things don't happen there, but that's where her dream began. She went on to create jewelry pieces for the Queen of England & her story inspires me daily.

I gift myself pieces for my business anniversary to celebrate me and how special I am!

I had the pleasure to meet Rachel Mielke from Hillberg & Berk. I won tickets to her event!! She was so lovely and down to earth. She said if she wasn't flying home, she would have come to my women's event the follow day.  
*Forever a fan!!*

# Element Four

## ✓ HAVE A CLEAR MESSAGE

Clarity is everything. We've all read a posts that speaks directly to how you feel, and there is instant connection. They get you!

They are super dialed into the specific struggles their ideal client faces and clearly speaks to them in their language. It's a very common mistake to use the language of your industry, but your ideal client might not understand it and resonate with it. As yourself what keeps them up at night, what are they saying to their friends about what they are struggling with. That's the language you need to use.

*If you confuse, you lose!*

Another mistake I see many people make, is they tell people what they do instead of how they help and the results people will get. They lead with their modality but don't talk about the RESULTS. Clients want to know what's in it for them. I often see people say I do Breathwork or Reiki, and nothing against those, I love them, but many people don't know what that is, how it will help them or why they need it. They only care about the result. If a plumber came to your house, you don't care what tools he brings, you only care about the end result, that he fixed your problem.



# Element Five



## BE CONSISTENT

I hope by now you see that creating trust is so important for your soulmate client to say YES to working with you. Certainty is one of our core human needs, so when we are consistent with our message and brand, we meet one of their deepest needs and they can relax and feel safe with us.

It's also very important to create your business and brand that is aligned to you. Who you are and what you value, so that you show up consistently in all areas of your life, that you walk your talk.

Authenticity also creates trust. just yesterday I was on a call with a potential client and she said I can feel how real and genuine you are, it's authentic and I trust what you are saying. She said she's worked with people that said one thing and acted another, and it broke her trust, not only in them, but the industry as well.

Create a consistent look and feel for all your content, across all platforms, that aligns to your clear message and who you truly are. This will attract more clients to say YES to working with you and be willing to pay you what you're worth.

Consistent  
actions  
create  
consistent  
results



## SIGN UP TO GET YOUR FREE GIFT NOW

If you are looking for support to create your brand and message, I'd love to help you. This is my zone of genius and there's no reason for you to struggle and feel overwhelmed waiting for paying clients to find you.

I'm gifting you a **FREE BeYOUtiful Brand Call**. Just click the link.

[SIGN UP HERE](#)

# About THE AUTHOR

Michelle Bateman went from overwhelmed single mom to the founder & CEO of Soul Journey. She became a Confidence & Clarity Coach, Brand Expert, International Speaker and Facilitator that empowers women & SOULpreneurs to gain clarity in their life and business. Michelle helps them bust thru their fears and doubts, so they can confidently walk in the room and know their value.



Her authentic and aligned leadership inspires women to fully step into who they were created to be and show up and shine.

3-time nominee for Entrepreneur of the Year, Michelle's proven system provides clarity, breakthroughs, and spiritual awakenings to create a life and business you love. Her super successful Soulful Impact Business Academy helps new & struggling entrepreneurs create a solid blueprint to grow their business without all the confusion and overwhelm.

Michelle will help you Elevate your life, relationships, and business with fun and ease.

Thanks for hanging out. Many blessings to you,

*hugs & kisses* 

*Let's Stay Connected*

SCHEDULE A CALL



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