

Describe your Avatar?

Female business owners, running a business solo, having great success and wanting/needing to expand. She's in her 30's or 40's. Is most likely in a relationship but not definitely. Loves a wine, loves her girlfriends. She's busy, stressed, doing it all, has a million balls in the air and doesn't know what to prioritise to get out of this situation.

She's passionate about her business, but at the moment she feels like it could be sucking the life out of her.

Where are you likely to find your ideal client?

They hang out on line on FB - in business groups - linked in possibly.

They also hang out at coffee shops, restaurants, bars, girlfriends house

They have relationships with their Marketer, PR, Web designer, they network and look for like minded individuals in business for support.

They may be a mum, but that doesn't define them.

What are their problems that you can solve:

They need to / want to employ their first team member but have no idea what the first steps would be or how to go about it.

What keeps them up at night? What is the number one pain point?

the amount of work they need to do. Remembering things they forgot. They need help, they don't have the capacity to keep operating at this rate for much longer.

Industry Research

Part A

<http://katrinabourkecoaching.com.au/> - Uses her face as the main feature on her website and asks questions to get them to relate - rather than talking about self

<https://www.carolinekennedy.com.au/> - strong red colour - also uses face as main image - talks about leadership and executive coaching d

<http://www.actioncoach.com/complimentarysession/> - Discover the best kept secret - Do a 10 question quiz then have to enter a heap of information - and you get a crappy generic un detailed page

<http://www.tenfoldcoaching.com.au/> - Outdated website - very corporate - blue - boring - talk about client - problems - free business health check

<https://totalbalance.com.au/kate-james-personal-coach/> - text heavy home page - prices and products included on the website - Fresh and modern - greys and green  
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Brand Pyramid:

Personality:

Professional but relaxed  
Friendly  
'girlfriend' relationship  
'Fun'  
Energetic, and enthusiastic  
Possibility focused  
Disciplined - get the job done  
anything is possible  
Global happiness through improving business culture

Values:

Joy  
Relationship  
Responsibility  
Quality  
Growth  
Achievement

Emotional Rewards

Gratitude  
Thanks  
Referrals  
Love

Functional Benefits

I deliver a complete solution to employ your first team member - it helps my clients by preventing them from making the mistakes that causes high staff turn over, which leads to costly client mistakes, low conversion / high client turn over

Attributes:

the Human behaviour element into the recruitment and culture creation process

STRENGTHS

coaching  
supporting  
encouraging  
accountability  
transformational

mentoring  
guiding  
rapport  
leadership development  
work environment structure and systems  
preparation for new team members

## WEAKNESSES

My legal knowledge on employing people  
calculation on how to decide if you're ready to employ  
Time  
Funding  
No professional office / location

## OPPORTUNITIES

This new market of solopreneurs wanting to grow their business  
Develop training course to reduce the amount of time I work with one on one and do more group coaching

## WEAKNESSES

Fonts:

Mauritian Vibration (1)  
Wilderness Typeface  
Stya  
Jeboy  
Silky Written

Symbols and Imagery

Happy Face  
Love heart  
Magic Wand  
Peacock

Touch Points:

Web interface design  
Logo  
Product design  
Profile picture  
Banner in HTBTUWP