



WORKBOOK

SIX STEPS TO TAKE YOU FROM A SOLO PRACTITIONER TO A SENSATIONAL BRAND



THE A-LIST COACH
LAURA BERMAN FORTGANG



If you've been delivering your work one-on-one, congratulations! Not everyone succeeds at having a busy practice. If you, however, wonder if there's more—the next phase of making an impact and reaching more people, you've come to the right place.

Consider these six steps to expanding your professional footprint!



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STEP ONE

CHANGE YOUR MINDSET

There are some internal shifts you must make to go from solo practitioner to business owner and then from business owner to entrepreneur. Despite possible questions or fears about handling more customers or having the infrastructure you need, you must first make the mindset shift that you have the capacity for more.

Write down what you want the ultimate picture of your business to be.

It's not yet a business plan or a list of standard operating procedures (SOPs). It's just a picture in your mind written down for you to visit.

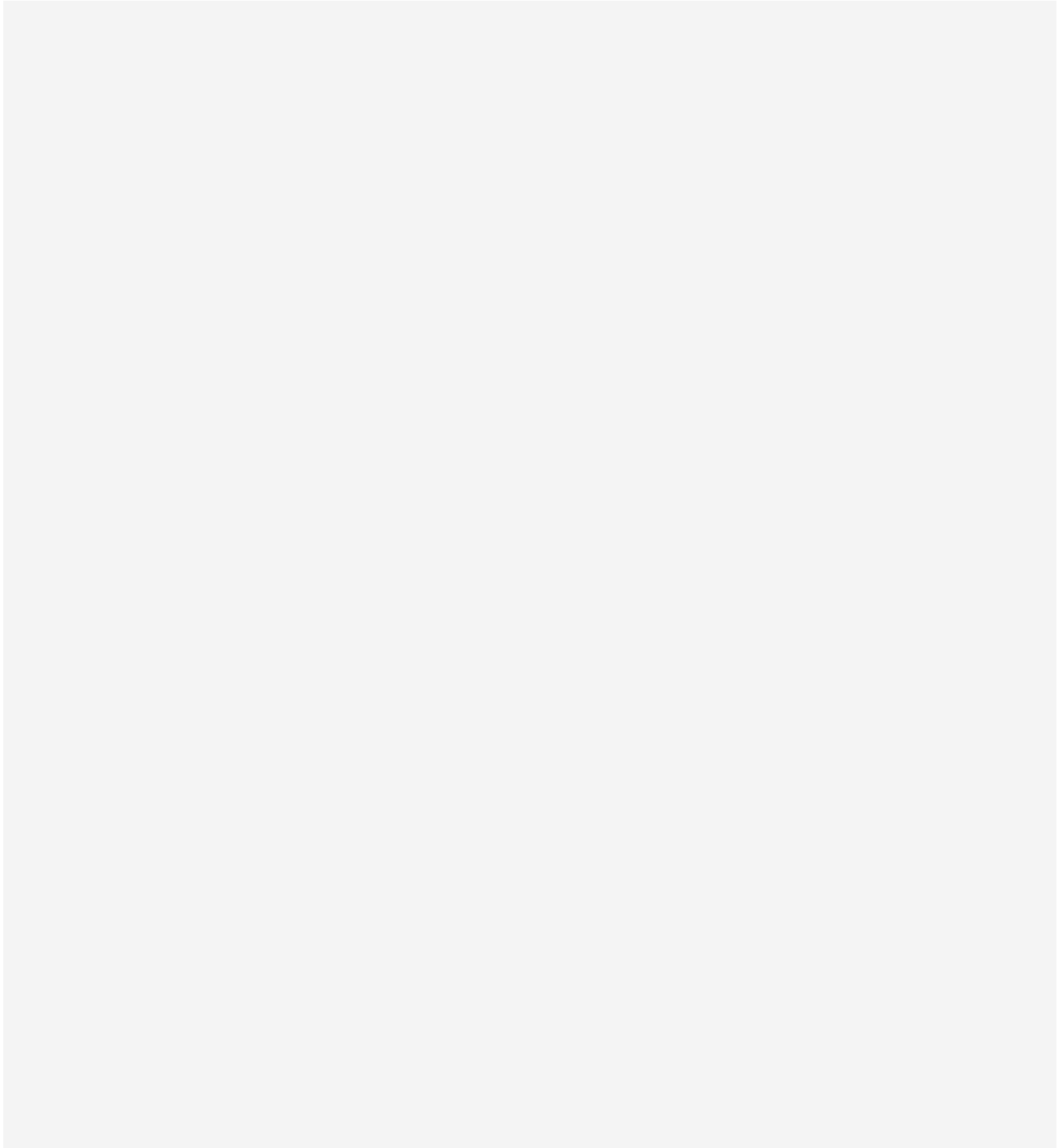
How many people do you want to impact?

Which of your strengths do you want to lean on more?

What skills do you hope to build to have the business you yearn for?



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STEP TWO

BE KNOWN FOR SPECIFIC RESULTS

To start being known for what you do, you must be able to produce reliable and repeatable outcomes. Can you pinpoint what those are?

If you can't yet, look at a list of your past clients and consider who were the best to work with and why.

What outcomes did they produce while with you?

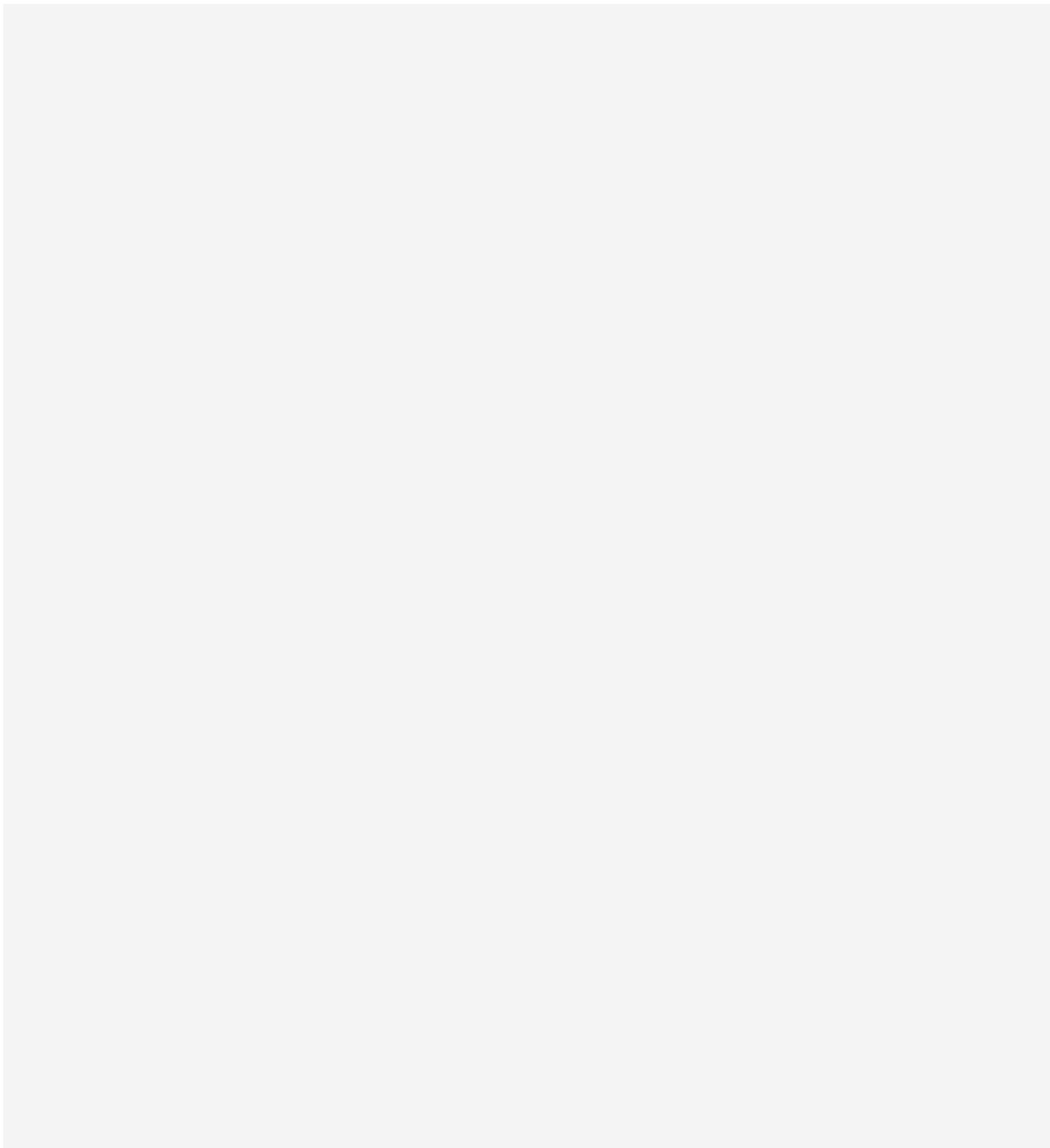
If you can see a pattern of one or two consistent outcomes, you are known for them already. You just must put them out there for people to know about them.

Put it in your email signature, your Linked In profile and anywhere else people will catch on to what results you are known for.

If you already know you have a specialty—a consistent result you help create, you are ready for the next step.



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STEP THREE

MINE YOUR METHODOLOGY

Having your own system (a way of producing a result) is exactly how you brand yourself and your work. Your methodology can become a keynote speech, book, online course, workshop/training, TEDx talk, podcast or TV show segment. Your methodology is how your work can spread, and your impact can grow.

If you haven't yet mined yours, it requires observing yourself. Watch yourself do what you do. Ask your clients for feedback.

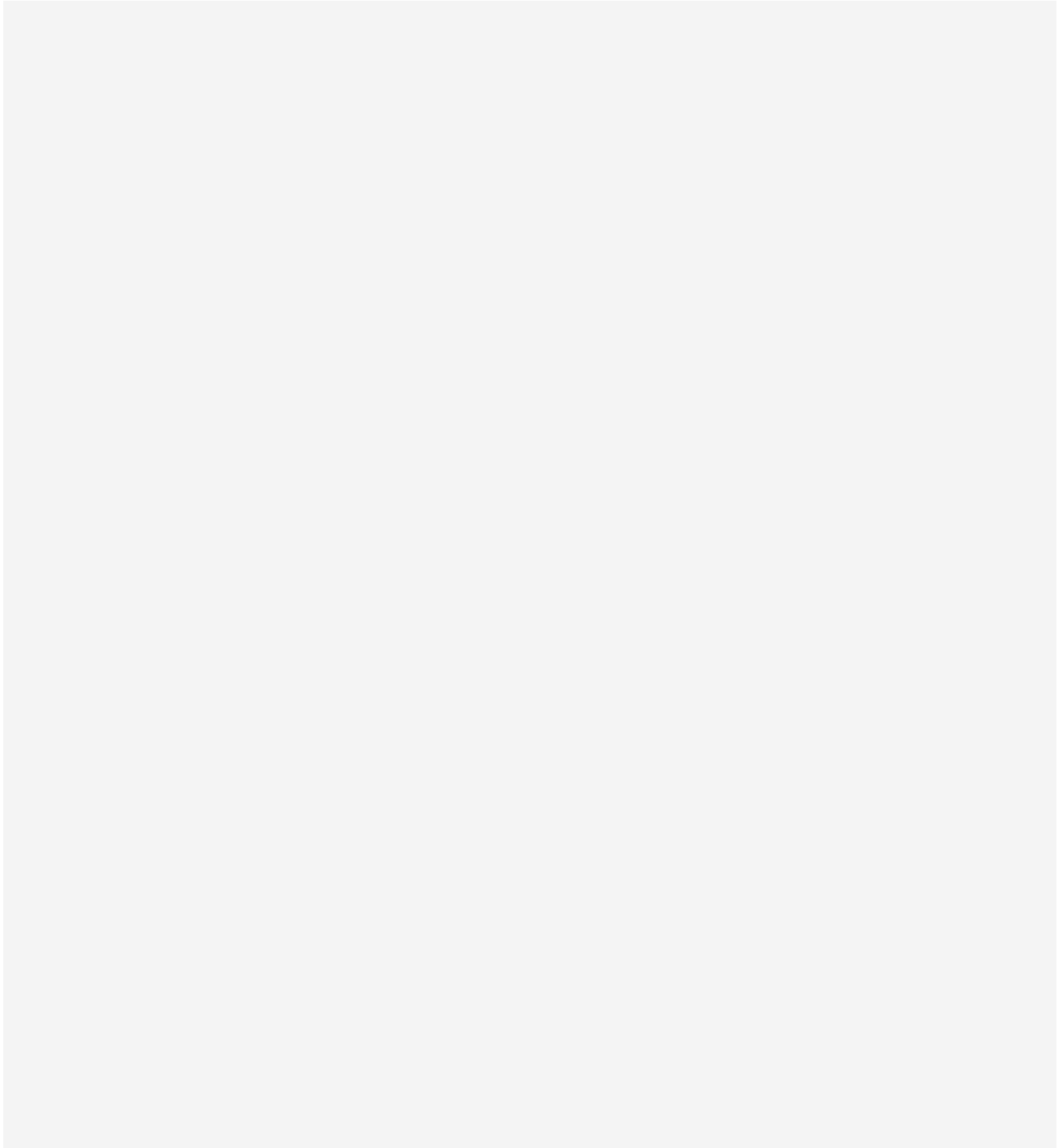
What worked? What didn't? What did they want more of or less of? How effective was your work together?

Make yourself your own research project and start writing down the steps to how you create the results that you do for your customers.

You may want to run a beta-testing group (or several) if you are playing with a methodology you haven't consciously used with clients yet.



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STEP FOUR

WALK THE TALK

Brands could be about colors and logos, but they are a lot about YOU at this level of business and putting yourself out there in a bigger way.



Brand loyalty is ultimately based on Trust. Your clients trust you and know that going with you means repeatable and dependable results. Once your methodology is known, even those who haven't experienced you personally can gain trust in your brand.

In our A-List Business Mentoring Program, our participants often upgrade their wardrobe or office or other tangible assets in their business to embody their desire to be an "A-Lister." Your brand is built by stepping into WHO you want to be and embodying it NOW.



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STEP FIVE

INCREASE VISIBILITY

Introverts, you'll be okay, I promise, but leaving the solo practitioner world for a bigger business profile requires being willing to be SEEN.

The era of ZOOM has made it impossible to hide and social media participation demands that you're visible too. You don't have to dance around or do anything you wouldn't be caught dead doing but you do have to grow comfortable in front of cameras, rooms, and screens.

It doesn't always have to be your face. You'll also be well served by getting articles out there on social media or appearing as a guest on podcasts to get your message and work out there.





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STEP SIX

AIM HIGH WITH THE POWER OF THE ASK



Once you've reconciled that you want more and that it's OK to do so, you must aim high. Ask for what you want.

Ask for the fees you want, the recognition you want, and the opportunities you've been craving.

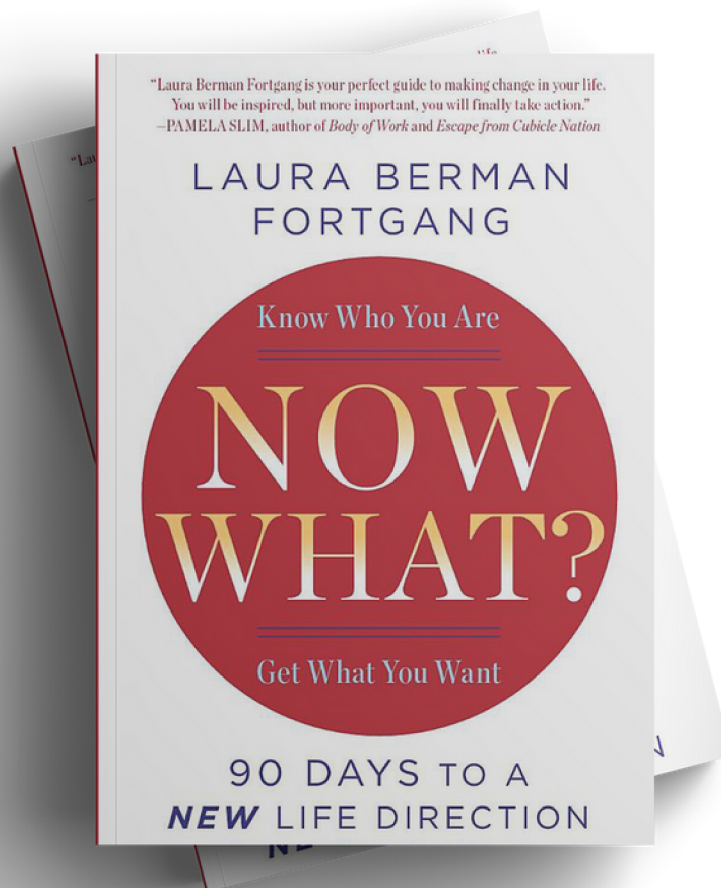
You may hear some no's, but you'll also have doors open that didn't open before just because you had never asked.



"Laura Berman Fortgang is your perfect guide to making change in your life. You will be inspired, but more importantly, you will finally take action."

PAMELA SLIM, BODY OF WORK

For anyone who feels drawn toward a life-changing move but is not sure exactly what to do or how to move forward, *Now What?* presents a concrete process for finding and pursuing a new path in life.





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WHAT'S NEXT?

Whether it's moving on from a dead-end job, discovering your direction through entrepreneurship, or answering the age-old question "What should I do with my life?"

Pioneering life coach Laura Berman Fortgang shares the process that she has used to help hundreds of clients make major changes in their lives.

FEATURED IN



FAST COMPANY



The New York Times



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NEXT STEPS

Ready to be on the A-List?

www.thealistcoach.com

If you're just starting out

www.nowwhatcoaching.com/nowwhatexperience-selfguided