

***My brand is the presence I am
and the impact I have on people.***

Part 1

(I) What do people say about your work?

Testimonials to show what people say about your work after asking for their opinion (real - time provided examples)

Making a note of what clients tell you themselves during their session times about your work (real - time extracted examples)

Shannon:

I first watched Selena Lael in a live class on Wellness Coach. Her voice was very calming & soothing. She said a lot of things that resonated with me & made me want to continue with meditation & wellness practices for myself. I just felt that she was truly a loving & caring person. I started private coaching when they were first available. She has taught me to accept my feelings, has given me a safe place to express my feelings & has given me tools to deal with things going on in my life. I've had quite a few surgeries in a short period of time & Selena has really helped me work through pain & other emotions

that come with it. She has the most loving, caring & giving heart & has helped me learn to love myself the way I am as well as work on finding things that bring me joy. She's truly amazing. She was the first person I contacted after a recent accident. Her compassion helped me feel so much better, more calm & that this was just a numb in the road. I continue to learn more about myself & to

accept my journey.

Julia:

I have known Selena for 5 months, and it feels like I have known her my whole life. Our first virtual coaching session together was transformational, and it only gets better with every interaction we have. As someone who struggles with anxiety and racing thoughts, Selena has introduced me to meditative techniques to become present in these anxious moments that feel never ending. Selena has

led me to realize that the root cause of much of my pain is self acceptance. She is such a positive light and is curious which makes me feel very comfortable in opening up to her. I appreciate all of her insights, and have developed a daily habit of meditating because of Selena. I have noticed myself become much less reactive through the practices she has taught me.

Elizabeth

Selena is so profound in her coaching and teaching. She is very educated and she radiates a sense of beautiful, loving, compassion. She creates a calm, safe space for coaching sessions and that has been very essential for the healing she has helped me through over the years. I usually hear Selena's reminders to me running through my head as I move through life. It is because of my coaching sessions with her that I have been able to cultivate a life of peace and feeling my emotions. I am kinder to myself and will continue to prioritize my sessions with her throughout my life.

Ellen:

In addition to being extremely gifted with energy, intuition, and with massage, Selena is a carrier of wisdom beyond any tradition or dogma. She cares about and addresses the whole being ... breath, nutrition, sleep patterns, attitude, soul's path, and more. (But she does not judge, and leaves it up to each person what they do with her advice, her love is unconditional). Also - don't be fooled by her modest prices that she's the same as as most who consider themselves healers. She could charge way more than she does, but her heart is the heart of a healer, not a business person. She wants to be accessible to people of various incomes, and that's one of the many reasons I respect her deeply.

In sum, Selena is wonderful, thoroughly and truly wonderful."

Cecile:

"Being with Selena is a Celestial experience! Her Spirit Shines, dances and Gracefully and skillfully guided me to the core of this being, joined me there as we revealed the origination of a life time dysfunctional pattern. Then we cleared the cobwebs and debris, and energetically brought me back to a new life of freedom and Self-Soul love. Her clear abilities, tools, awareness and inner guidance are a package that facilitates Transformation."

Annette:

"Selena received me with Grace and created a space for easy sharing. Her guidance was extremely clear, succinct, applicable, and most importantly, achievable. Meaning, I was empowered with a recipe for self-healing that felt very doable. Along with the outward guidance came a sweet energy of peacefulness, upliftment and wholeness. I came away with a sense of renewed faith in myself, the support of the Divine, and of anticipation of new possibilities. Thank you Selena!"

I cannot express how grateful I am to have met Selena and benefitted from her wisdom and skills.

For years, I have been living unskillfully, with trauma-based emotional responses that have damaged my relationships and my health. I sought relief in the techniques and teachings that focus on thoughts (cognitive therapy and Byron Katie's Work), the present (Eckhart Tolle), behavior (non-violent communication), self-compassion (Germer and Neff), and many other modalities. None of these in isolation have helped me made lasting changes.

What is different with Selena is that she uses a multidisciplinary approach, tying a multitude of different teachings together with a deeply compassionate, humanistic, loving, heart-centered attitude, where self-rejection of any part of our nature simply cannot thrive.

She has helped me to profoundly transform how I see and relate to myself, my family, my past and future, and in the process, enabled me to regain my center, health, and love for life and for the people I am lucky to share it with.

I hope that her integrated approach spreads to all corners of the world and to all generations, especially our children, because I see no better way to heal and thrive than through loving, conscious self-acceptance.

Selena has an extraordinary emotional and social intelligence, brilliant perception, and warm compassion— a combination that is deeply healing. I will be forever grateful to have had the opportunity to meet and work with her.

Jelena B.

Denver, CO

(II) What adjectives do they use to describe you?

Come up with 5-10 positive adjectives that they use to describe your work

Examples : Life-changing, powerful, healing.

Unconditional love

Compassion

Life Changing

Healing

Powerful

Caring

Transformational

Part 2

(I) Why are we building a personal brand?

- Hone my gifts
- Refine my offerings
- To be able to clearly define my offerings
- To be able to reach more people
- To have a strong online presence
- To be abundant financially

A personal brand will help increase outreach, and help people across the world gain recognition of you and the amazing work that you do.

We need a strong brand so that more people engage with your services, and choose you as their preferred life coach over anyone else backed by two main factors - your reputation and your experience.

Essentially, your personal brand is the story that's told about you when you're not in the room.

My brand is the presence I am and the impact I have on people.

We need to explore your story, why you started your coaching business, what were your goals, your thoughts? We need to tell people the core of this idea so that they can truly learn about you and the reasons the brand even exists. This cultivates a powerful relationship with the brand, and draws people to it.

Grew up in a loving family

I was sexually abused as a child

Younger brother autistic

Feeling I didn't fit in

Became aware I was clairvoyant at the age of 13

Was teased by other kids called names like fat cow at times

Was rebel growing

Raised in a yogi/meditating home

Meditating since age 5

Emotional eating

Creative expression through poetry, song writing, singing, guitar

Exploration through alcohol and drug use

Always looking for a relationship

Out of balance sexuality(looking for love, connection and acceptance)

Afraid of Dad's reactions

Meeting Sai Maa at age 18

It's always been my nature to love, to see solutions and offer advice

Massage clients started turning into coaching clients

Defining Moments

-First retreat/workshop with Sai Maa in 2001

-Moving to CA at age 19

-Going to Massage Therapy

- Became aware I was clairvoyant at the age of 13
- Started meditating regularly at age 14

- I started to have painful painful experiences at a very early age.
- I also started seeking deeper fulfillment and freedom from the pain and suffering at an early age through the exploration of substances and sexuality.
- After meeting Sai Maa, the path to greater freedom opened up within me, even though I didn't realize that was what I was experiencing.
- Having the tools from Sai Maa, supported me accessing much of the healing, freedom, and peace I had been seeking through external experiences. Uplifted every aspect of life.
- In the process of my own healing, I learned decades of tools to serve others who may have or may be going through something similar.

*Although many have different life experiences, most humans have a shared pain and longing of feeling separate from themselves, separate from life, separate from God. And this has most of us seeking for peace and freedom from the outside world.

(II) How can we take control of your PIE (Performance, Image and Exposure)?

Performance means always producing quality work, which is definitely provided by you in every session, so that means that with regards to performance, you have already set a high standard for the industry.

Your Image involves the way you present yourself online (through your website, social media channels and the way you present your work in physical situations including retreats and in person workshops.

Exposure ties back to the brand story, people need to know who you are, and what you stand for. Your story helps people learn that, and social media outreach also plays a big role here.

(III) Building your brand story

What do you want to be known for?

People feeling deeply loved and accepted as they are

People to know their own light, power, and ability to create a life they love

People having breakthroughs and true shifts in their lives

Your compassionate nature of conducting sessions, perhaps? Or maybe the way that you give yourself to your clients when they choose to confide in you? Perhaps it could be as simple as creating a safe space for them to confide in you in the first place.

What makes you stand out against your competition?

Unique approach of teaching and helping clients grow

People feel loved and at ease in my presence

Blending of eastern wisdom and practical western knowledge

All are welcome regardless of gender, sexuality, life choices and beliefs

Is it the rates of your session perhaps? Is it your punctuality to sessions, or your commitment to your clients and their confidentiality? Is it your genuine, kind nature that makes you a more preferred choice to your competitors?

Why do you do what you do?

Why do you choose to do sessions for clients around the world every single day?

I am one with all of life, and I choose to be liberated from suffering

What inspires you, motivates you to keep going?

This is an essential part of your brand story.

It could be interwoven with supporting others on their path.

Think about your hard and soft skills.

Hard skills -

Writing and content creation

coaching and mentoring

public speaking

Workshop and retreat facilitation
Editing content
Yoga and dance instructor

Soft skills

Self-motivation
creativity
Strength
Independence
quick thinking and open mindedness
Business minded

A brand name, logo, and a brand kit are essential parts of telling a brands story to an audience.

Brand Name:
Selena Lael

Do we have those? If not, now is the time to establish this.

What's special about your brand? What's your unique selling point? What is something you offer that nobody else does?

(IV) Current Personal Branding Assessment

What happens when you google your name, or your website? Whose profiles come up? What pictures come up? Are those pictures you or someone else? It's important to focus on this and to work to adopt strategies to ensure that when you are googled, people see what you want them to see.

What story are you telling on Facebook?
Do you have a Facebook account where you post about your work?

It might be a good idea!

Same goes for Twitter, maybe some picture posts and your self made quotes could go here.

On Instagram, we could focus on more posts of your coaching services, retreats, workshops, lives and new meditation releases.

Do you have a LinkedIn profile?

What does it say on it?

Has it been updated?

Putting posts up on LinkedIn about your services is a great way to communicate with other leaders in the coaching industry and also connect to clients in unexpected ways.

Ideal Client

-Young people who are willing to work on themselves

-People who are tired of suffering

-And ready to do the work

-People willing to do the uncomfortable work

-People who have money to afford my services

Healing

Support

Encouragement

Women between the ages of 30 and 50

-Who are tired of suffering

-Ready to do the work

-Are resourceful/abundant financially

-Spiritual inclination

-Hard on themselves