

Supercharge Your Online Profile & Get More Client Leads



By Stephan Wiedner, Co-Founder, [Noomii.com](https://www.Noomii.com)

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"Nobody calls. I'm a great coach. Honestly."



Does Your Profile Pass the 10-Second Test?

Poof, Gone, Bye!



Viewing: Visit Duration

Visit Duration	Visits	Pageviews	Percentage of total
0-10	8,769	9,290	52.91% 12.42%
11-30	1,077	2,720	6.50% 3.64%
31-60	1,000	3,463	6.03% 4.63%
61-180	1,939	10,564	11.70% 14.13%
181-600	1,982	17,656	11.96% 23.61%
601-1800	1,291	17,005	7.79% 22.74%
1801+	516	14,082	3.11% 18.83%

Make Your Profile Shine

1. Understand the Pain
2. Offer a Compelling Solution
3. Have an X-Factor

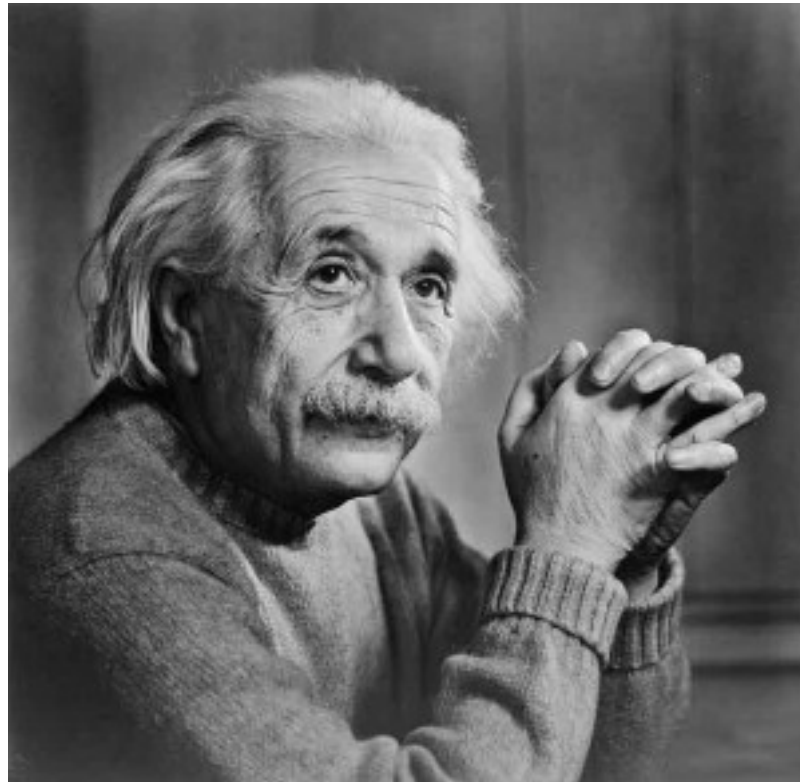
The Value Proposition Formula

Fill in the Blanks

1. I help people who are struggling with _____
2. by offering _____
3. and my service is unlike any others because _____

The Pain

"You can't solve a problem with the consciousness that created it."



Sell Aspirin, not Vitamins



Why People Seek out a Coach



Better Job
Better Love Life
Lose Weight
More Money

What People Get From Coaching

Self-Actualization
Confidence
Meaning
Energy
Love



Maslow's Hierarchy of Needs



Sell Aspirin to get your foot in the door



...then deliver the vitamin

Ex: Tim Stringer, Tech Consultant



Tim Stringer

"I got so much more."

- Tim's Client

The Solution

2 Vastly Different Weightloss Solutions

Jenny Craig®



Valerie Bertinelli
lost: 30 lbs.*

*Results not typical



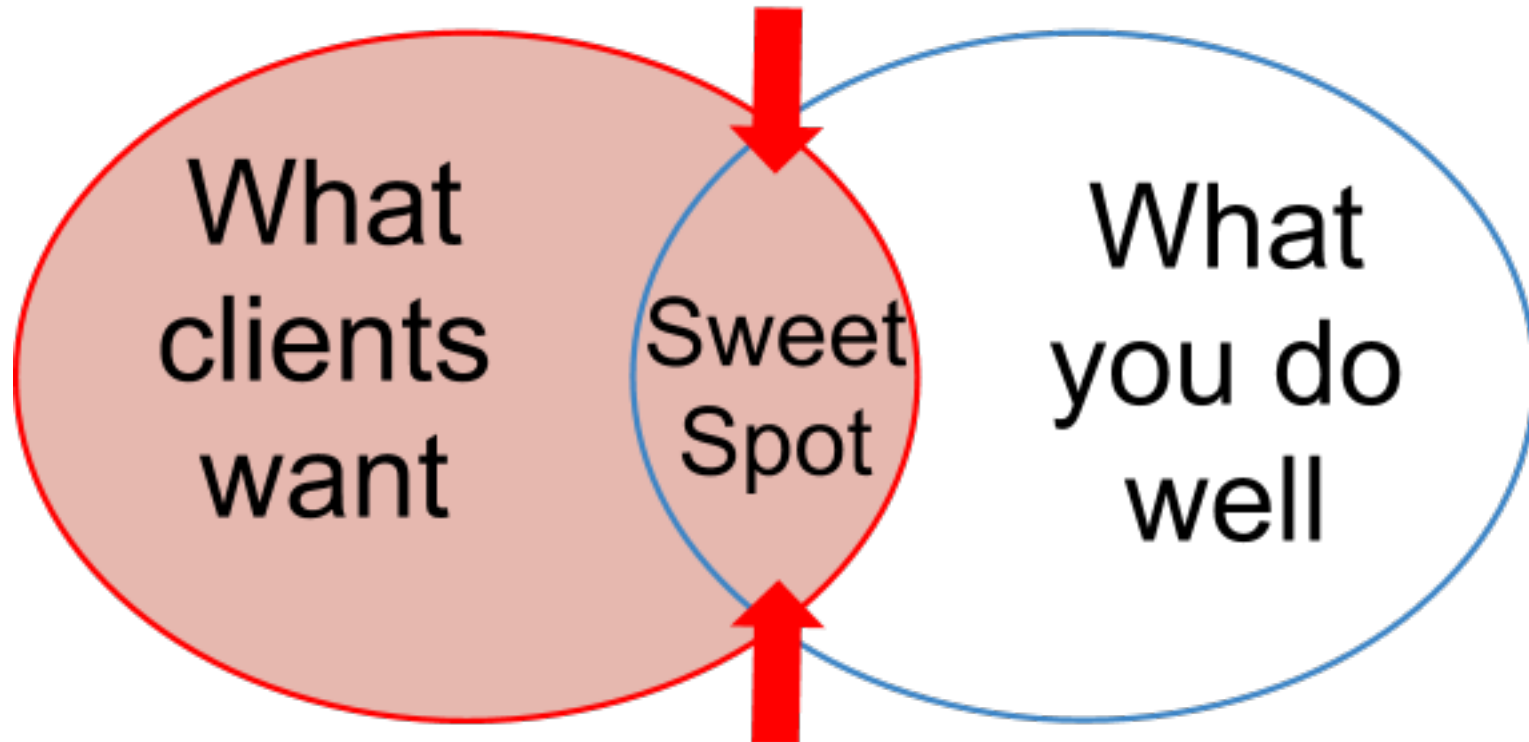
The Solution Comes From YOU...

- Your strengths
- Your education
- Your natural ways of being
- Your passions
- Your past experiences
- Your why

...and Your Ideal Client



Your Marketing Sweet Spot



Example: Jim Pehkonen

Strength: "I am one with spirit"

Benefit to Client: "I have the courage to walk into any life situation and create the space for your healing to occur"

Example: Asha Mankowska

Strength: "I firmly believe nothing is impossible. Difficult, yes. Impossible, no."

Benefit to Client: "I can pull my clients out of any ugly situation because I have an undying belief that nothing is impossible, as difficult as it may seem.."

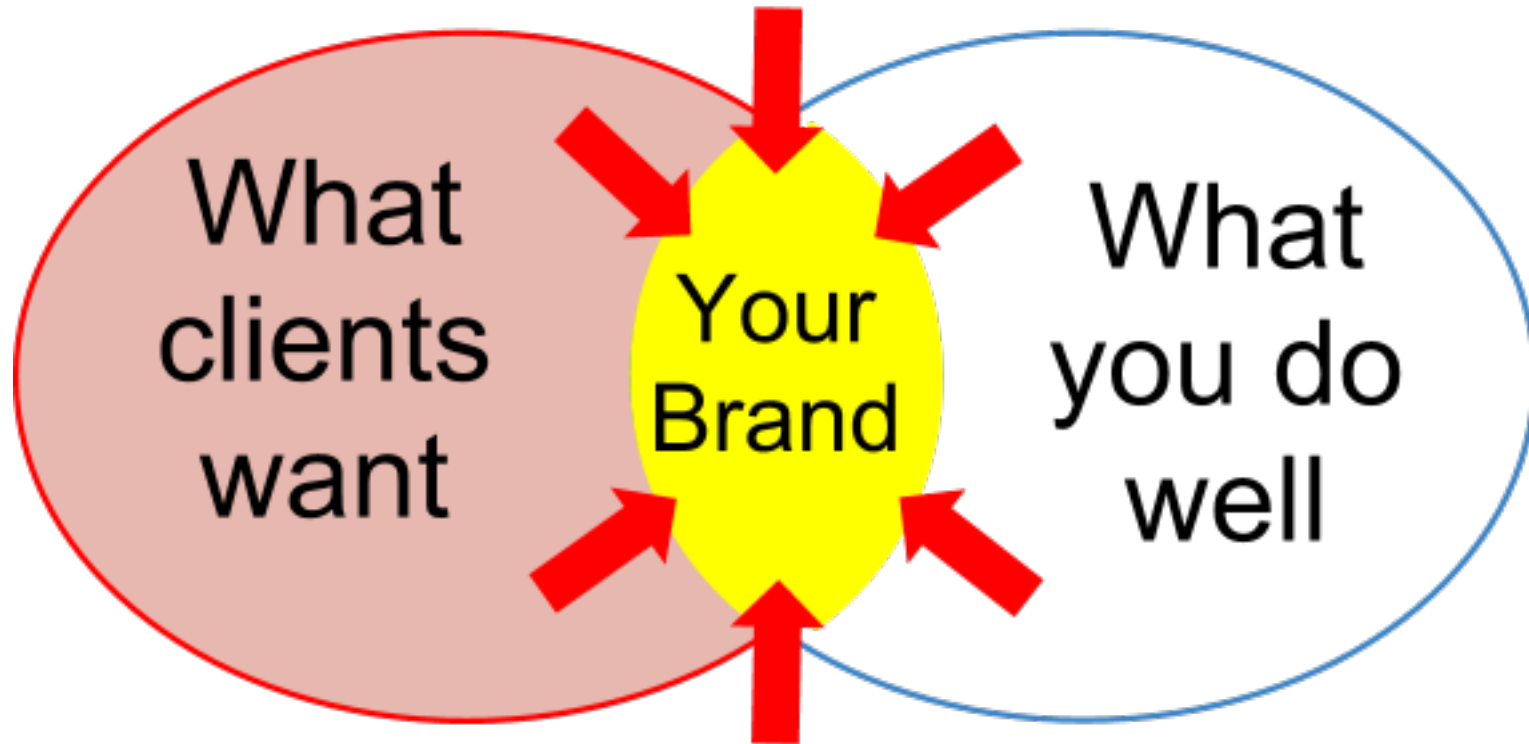
Example: Trena Bolden Fields

Strength: "I am a creator."

Benefit to Client: "I help talented artists create new opportunities to put their gifts out into the world, earn a beautiful living, and touch the lives of others."

The X-Factor

Your Sweet Spot = Your Brand



1-Year Money Back Guarantee



Questions / Comments?



stephan@noomii.com

(604)709-9894

@swiedner