

ICF-OC Webinar

FREE WEBINAR:

DECEMBER 6, 2016: 12-1pm



Speaker:
Lizabeth Phelps

Join us &
register
now!

Lizabeth Phelps, Founder of the Inspired Leaders' Academy, turns visionary entrepreneurs into leaders who influence and impact change in the world. After 14 years in business, five of them as a coach herself, she knows that to succeed you must be truly *one-of-a-kind*. Lizabeth has built two successful businesses. Her mission is to end mediocrity in business, challenge the status quo, and develop world-class entrepreneurial leaders who *do the same*, with powerful messages, powerfully delivered.

Registration required! Through our website:
<http://coachesfororangecounty.com>

IS THERE AN INSPIRED **THOUGHTLEADER** INSIDE OF YOU?

With Lizabeth Phelps,
Founder of the Inspired Leaders' Academy

As a coach how do we stand apart from everyone else? With an original, provocative message that shatters old paradigms and opens doors into entirely new ones. Only when coaches lead with this kind of fresh, unique and even counter-culture message in their marketing will they build a business worthy of them--and one the market will bear.

In this presentation, coaches will learn the dramatic difference between their current brand messaging and an "**Inspired Thought Leader**" message; what it takes to craft this message as well as *be* an Inspired Thought Leader; and why they are tailor-made for this role--but not if they continue doing things as they are.

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What are the learning objectives?

- ❖ Why the most successful and enduring differentiator for a coach is to have a thought leader message.
- ❖ How an "inspired thought leader" message differs so dramatically from the traditional brand message.
- ❖ What it takes to craft this message as well as *be* an inspired thought leader.