

What are you waiting for?

Let's get down to business

BRAND STRATEGY COACHING
NEW BUSINESS COACHING



BLACKCOFFEE

Brand Strategy Coaching



Are you ready to create an emotionally distinctive brand that sets you apart from your competition and drives growth?

We can help.

Following years of creating successful brands for entrepreneurs, Blackcoffee founder Shannon Larkins has created a coaching program to help solopreneurs, small business owners and consultants develop their personal brand strategy at a fraction of the cost.

Here's what you get:

- Introduction to brand coaching session (60 minutes)
- Selection of 'on brand' reading materials curated just for you
- Blackcoffee Brand Strategy Planner – a comprehensive work book that compels you to dig deep and strategize your brand
- Two coaching sessions to support your work with the brand planner (30 minutes each)
- A brand articulation coaching session to help you turn your hard work with the brand planner into a fully articulated brand strategy (60 minutes)
- Blackcoffee Brand Articulation Template to use when creating your brand strategy
- Brand strategy analysis – turn your strategy over to Shannon for review, analysis and feedback
- 10% off Blackcoffee design, web, writing and photography packages

Your Investment
\$1500

“ I'm convinced that about half of what separates successful entrepreneurs from the non-successful ones is pure perseverance. ”

- Steve Jobs





Coaching for entrepreneurs

Ready to start? There's no magic formula for making money but we can set you up with business practices and processes to help you hit the ground running.

We can help.

When you are establishing a new business or trying to take it to the next level, it can be overwhelming. Blackcoffee founder Shannon Larkins is here to help. You'll gain peace of mind and never again go into a client meeting flustered and unorganized. Shannon will share with you the business smarts she's learned over the last 15 years leading and growing Blackcoffee.

Through the new business coaching process, we'll work on:

- Implementing your brand so you're speaking the language of your preferred clients
- Creating a marketing strategy
- Systems to make your business run efficiently
- A website outline that's easy to navigate and set up to convert sales and subscribers
- Setting up social media channels to connect with your target audiences
- Learning how to roll out the red carpet for clients so they keep coming back.
- And so much more.

Kickstart My Business – \$350

(75-minute session + questionnaire analysis)

Our introductory session aimed at kickstarting your business and our coaching relationship. Includes a questionnaire and analysis prior to the session.

Business Strategy Session – \$250

(60-minute session)

We'll cover business practice, process and strategies in these ongoing coaching sessions, answering your business start up questions and helping you feel confident dealing with your new clients.

Packages

Kickstart My Business + 2 Business Strategy Sessions - **\$725**

Kickstart My Business + 4 Business Strategy Sessions – **\$1150**

Tools and tips

Sign up for a three or five-session package and you'll also receive a list of Shannon's favourite tools and tricks for proposal writing, invoicing, social media and client management.



Let's get started

Here's what you need to know



Say Hello

Email Hello@BlackcoffeeStudio.com to find out more or to book a discovery call with brand and business strategist Shannon Larkins.

Get Booked

We're booking the next set of coaching sessions for Fall 2017. To secure your spot, please email us at Hello@BlackcoffeeStudio.com. We'll be in touch with options and next steps.

Payment

Payment can be made by bank transfer or cheque for Canadian clients or by PayPal for all other clients.

Need more?

Blackcoffee offers an all-inclusive package for individuals, start ups and those wanting to up thier game without breaking the bank. If you're a student, solopreneur, consultant or a small business ready to launch, please ask us about the deeply discounted **Brand-Aid** package that includes:

- Brand coaching
- Logo
- Business cards
- Social media covers
- Single page website with curated photos and copywriting



Questions?

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