

PERSONAL BRANDING &
POSITIONING COACH FOR DANCERS

HANNAH LONG

Find alignment and build the dance
career of your dreams.



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POSITIONING COACH FOR DANCERS

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Find alignment and build the dance
career of your dreams.



DANCE CAREER COACH

HELLO *and* WELCOME



If you're looking to achieve the specific result that my program offers, then you've come to the right place. Name Program is the foundation to help you achieve your ultimate desire.

Together we will uncover the biggest problem, get to the bdolor sit amet, consectetur adipiscing elit. Pellentesque semper velit a lorem pellentesque, molestie viverra mi molestie. Donec arcu tortor, cursus quis egestas eu, malesuada vulputate lorem.

I'd love the honor to do this with you.

YOUR COACH,

Hannah

DANCE CAREER COACH

HELLO *and* WELCOME



Thank you so much for your interest in dance support. I'm honored that you've chosen me as your coach to guide and support you in your journey to freedom in building the career of your dreams! Below is a proposal based on our conversation with next steps to lock in your spot.

cheers!

I'M *Hannah Long*



Here to help you find alignment and build the dance career of your dreams with the help of a strong professional brand.

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Together, we'll craft a beautiful and strategic brand to achieve your biggest desire.

PERSONAL BRANDING &
POSITIONING COACH
FOR DANCERS

A little birdie told me you're ready to have
the dance career of your dreams.

I CAN HELP YOU WITH THAT.



I'M
Hannah Long
PERSONAL BRANDING
& POSITIONING COACH

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Ready to get started?

NEXT STEPS

01

Read Proposal

Our time together will be personalized based on your needs in your journey!

02

Sign Contract

This details the agreement we're both making to each other!

03

Payment Option

You have your choice to choose the best payment option that fits for you!

OVERVIEW

Live Calls

We will have 7 - 60 min live group conference calls on Zoom that will range in style from workshopping, discussions and co-working time while always having me available for feedback.

Group Voxer Support

Access to voice and text chat with me and the group through Voxer for the duration of enrollment! This is your built in accountability!

Loom Video Feedback

Personalized feedback videos sent back to you with lots of information on how to take your implementation documents and work to the next level in between our group sessions.

Recorded Educational Trainings

Relevant training modules that coincide with the material from each coaching call. These pre-recorded videos cover mindset, finding brand clarity, portfolio design ideas, networking techniques and so much more!

PHASE 1

Clarifying

This phase is all about starting from where you currently are and unearthing your unique brand language that we can use moving forward.

PHASE 2

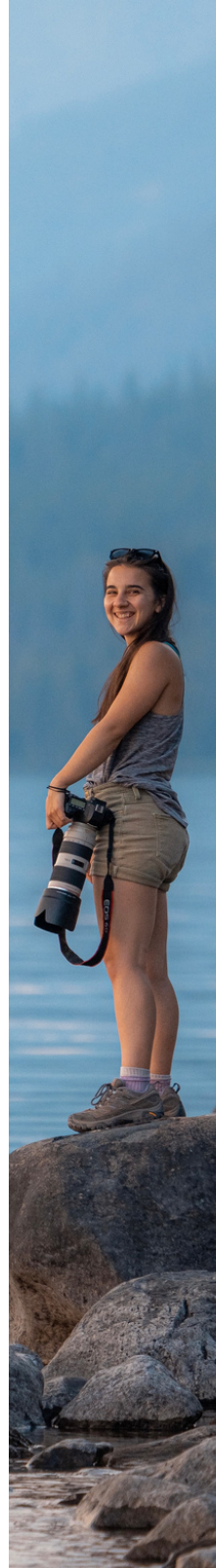
Crafting

This phase is all about crafting your personal brand based on the language and values you uncovered in phase 1. Building out your professional materials, artist statement, and planning your photoshoot to match the aesthetics of your new, clarified branding.

PHASE 3

Committing

This phase is all about committing to your unique personal brand and owning it. It's about showing up, networking techniques and stepping into your power as an individual artist ready to conquer the dance world!



Our Communication

On this page detail the way in which you'll work together. How many Zoom calls will you have? Are you going to record the sessions? If so where can the client find the recorded session? Maybe you have dedicated check-in or feedback calls but most of your communication is done outside of Zoom. Include these details.

How will you communicate outside of Zoom? How can your client get in contact with you? Is email the best way to reach you? What about Voxer or Slack? Include where outside communication will be so your client understands not to send you voice notes in places like your Instagram account.

Will you have a project management tool to do a lot of the communication for you? What additional forms of communication or tools to communicate are inside your service?

Do you have office hours? Or maybe you have a window where you respond to calls? I allow my clients to contact me 24/7 but they know I'll get back to them when it's best for me. Ie, after I've had a full cup of coffee.

Write up full communication with your client over the duration of your service on this page. Then place the correct links for your client below.



ZOOM

<https://us06web.zoom.us/j/12345678>

VOXER

<http://web.voxer.com/u/hannahlong>

Your Action Items

Here is a great place to detail what you expect your client to fulfill for the completion of your service. Are there any action items your client needs to complete in order to reach each milestone?

Depending on if you're a service provider or coach this will look a little bit different. In the example of a designer, the client will need to provide sales page copy, high res imagery, and anything else that's needed to complete the service.

Whereas a coach on the other hand may have created educational videos for their clients to watch and have them hosted inside a learning portal.

Any worksheets, workbooks, templates, and short-cut helpful tools should be named here and where your client can expect to find them, like a personal google drive folder.

If you provide feedback to your client's work be sure to detail here what that means, how often they'll have assignments, and when they are due. What can they expect working with you? How much feedback do you provide and when?

Once you've detailed your client's action items for your service, provide the detailed links of what they need below.

LEARNING PORTAL

put your learning portal link here

GOOGLE DRIVE FOLDER

put clients google doc folder here



My Secret Weapon

This third page is where you get to add your secret sauce. The "love on me" page. What makes working with you special and different from the other options your prospect could choose in the space?

Are they getting creative direction on their creative material? Are you a messaging queen and providing copywriting revisions and edits on your writing materials? Maybe you're a previous school teacher and creating a curriculum with your clients is your specialty.

This space can also be used to simply dive deep into your background story to make your client feel seen and that they've chosen the right person to lead them through this transformation. The, been there done that story, that makes you the perfect guide for them.

Use this space however you wish as the third reason to believe your client is in the right place and what they receive when they work with you.

For me, I provide creative direction, my design expertise, and provide my clients with designed templates.

If there's anything to include link-wise in this section, include it below.



XYZ TEMPLATES

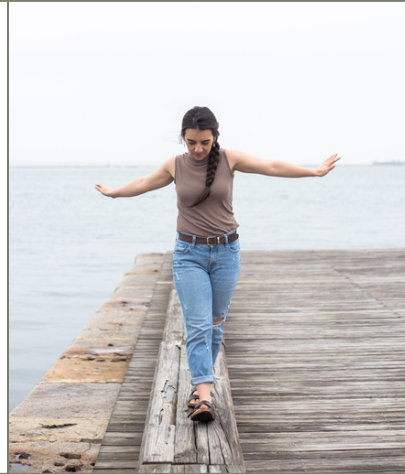
put templates to help your client here

XYZ RESOURCES

put resources to help your clients here

Your Learning Portal

If you don't need to use three pages to detail how you'll work together with your client, then use this one-pager. If you're just starting out, I suggest using this until you have a better understanding of your services and how you and your client fulfill the work.



Your Weekly Action Items

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Your Tools & Resources

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This Program Was Designed For

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YOUR SUCCESS IS MY SUCCESS

Meet



Name

POSITION AND OR CAREER TITLE

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Ready to achieve what
you've always desired?



Milestones

Phase 1: Clarifying

- What is branding for dancers?
- Introducing the Zone of Alignment and “Why” Exercises
- Creative brainstorming exercises to uncover your unique brand & career plans

Phase 2: Crafting

- Developing your artist statement
- Planning & implementing your personalized brand photoshoot
- Marketing yourself as a dancer
- Portfolio, social media, and website design tips & tricks

Phase 3: Committing

- Implementing the BGPC Framework (my secret formula for networking!!)
- Owning your social media accounts
- Sustainability Planning (no burnout!)
- Future goal planning - how can you take this personal brand to the next level?

What's Included

Communication

- One 45 min kickoff call
- Seven 60 min per month
- Personal Voxer line
- Loom feedback and revisions

Action Items

- Educational training videos
- Curriculum reading material
- Worksheets and resources

Creative Direction

- Branding + positioning
- Photoshoot planning
- Branded templates

Together we'll dolor justo, tempus et pellentesque eu, accumsan sit amet justo. Vestibulum vitae pharetra felis.

I'd love to get to know you, your ambitions and biggest goals. Book a no-strings-attached call and we'll have an honest conversation about private coaching and see if the stars are aligned!

BOOK YOUR CALL



Thank you!





DANCE & ALIGNMENT COACH

Your Payment Options!

BEST SAVINGS!

One-time
payment of

\$4,700

BEST VALUE!

Two monthly
payments of

\$1,270

EXTRA CUSHION!

Three monthly
payments of

\$700



DANCE & ALIGNMENT COACH

Choose your package below!

BEST SAVINGS!

One-time
payment of

\$12,345

BAM!

BEST VALUE!

Two monthly
payments of

\$6,789

YES GIMME!

EXTRA CUSHION!

Three monthly
payments of

\$125

THIS ONE!

By clicking on the chosen button above you will be prompted to an automatic email where you can send along your payment choice. Once complete, I will send you your contract!