



THE ROLLING MEDIA
BRANDING & CREATIVE SOLUTIONS

ULTIMATE COACHING **BRAND TRANSFORMATION**

Discover how a life coach built solid brand trust with her audience and scaled her business using our eight phases of proprietary branding framework.



MEET CHA!

Everyone's favorite **Life Coach Charissa Cacnio** can be described with two words: **bubbly and vibrant!** Everyone who meets her is captivated by her infectious energy. At the end of meeting her, you'd almost want to say **"It's nice to meetCHA!"**





INTRODUCTION

Life Coach Cha is a magnet of all sorts. People naturally gravitate towards her and see her as a trustworthy confidant.

Leveraging on this, she decided to trade corporate for coaching, seminars for sessions, and 9-5s for enriching her clients' lives.

She's a creative spirit who wanted to do and achieve so much but she'll also be first to tell you that this **"creative brain"** of hers is not the most organized so much of her energy to start projects or initiatives for her business was often displaced, leaving her with so many ideas and yet nothing coming to fruition.





THE **BIGGEST CHALLENGE**
WAS LETTING HER LIGHT
SHINE BRIGHT ENOUGH
IN ORDER TO HELP HER
CLIENTS WHO LOOK TO HER
FOR GUIDANCE SEE THE WAY.

OBJECTIVES

She had her social media platforms setup but the brand was not taking off because of underutilized assets and inconsistencies with brand identity.

Once we put her brand under the microscope and through the initial stages of The Rolling 8, **we found that the best and most crucial first steps would be to piece together a consistent personal brand persona that was true to who she was and the values that clients most commonly resonated with.**

The next priority was stitching together a complete brand image overhaul in order to unify her digital marketing presence and direct traffic to viable receivers of leads.



CHALLENGES

Because Life Coach Cha is a natural storyteller with a gift for the arts, **our goal was to create a unique and sustainable brand** that would embody who she is and what she can be for her clients. We weren't going to settle for anything less.

Since her brand and business heavily rely on building relationships, **producing an image that elicits the deepest forms of TRUST was vital.**

**THE
ROLLING**

**PHASES OF
BRANDING**



MISSION

VISION

STRATEGY

CORE VALUE

BRAND FOUNDATION

We believe that the ace is always in a brand's truth and that **branding does not create wonders for a business but only prepares the stage for when its innate wonders are ready to shine.**

We dug deep within Life Coach Cha's core, discovered key brand competencies, and put these under the spotlight.

MARKET RESEARCH

Through research, we discovered that **Coach Cha's market consists of individuals who have trouble figuring out their purpose in life or have a strong desire to achieve something but are confused about the means to do so.** Just like her brand of clarity coaching, we never shoot in the dark.

We always believe that initiatives, campaigns, and strategies are only effective when targetted well. So we learned the target market of Life Coach Cha, studying how they behave, what motivates them, and how best to tap them in ways that they will be most receptive.



COMPETITIVE ANALYSIS

There were a few others in the game so we had to scout them out and see what LCC was up against. Always the problem solver, however, **we found the sweet spot where her competitors' service offerings ended and the market's needs began.**



BRAND DESIGN



Life Coach Cha was already starting to gain a following especially in her network of family and friends. She was on her way to becoming even more recognized and successful. **It was time to look the part with carefully designed assets that serve as exceptional brand touchpoints in one glance.**



LOGO

CONCEPTUALIZATION

The state of LCC's brand was in need of a breath of fresh air so we decided it would serve the brand best to accompany the rebrand with a fresh new logo.

After a few rounds at the drawing board, we came up with this design that posts her core message of bringing clarity and being a beacon to inspire others to step into their unique purpose. The final logo also reveals her name designed into the visual to show that she was the spark that inspired these positive changes.

It was a real lightbulb moment!



WEB DESIGN & DEVELOPMENT

Using wordpress, we carefully designed a website that serves a one stop shop for information about her, a contact page, and a platform to showcase her work.

Several facets like a CSR program we rebranded as '**Light for All**', a community of clients and supporters alike called '**CHArms and CHAmps**', and a bookable workshop we branded as '**Let There Be Light**' are key attractions on the website.





Since achieving self-mastery is essential to me, I thought that instead of writing about myself based on my perception, allow me to share with you one of the most recent tests I took that I feel has accurately encapsulates who I am.

If there are two things that would show where I best express myself, they would be:

Creativity and Relationships

On **CREATIVITY**, I love and support innovation, creativity, development, experiments, uniqueness, and new! The process of discovering, exploring, and constantly evolving means expansion, expression, and freedom me. I always believe in finding ways to improve and be more of who I am rather than just accepting things the way they are.


A deep thinker by nature, the world is my classroom and conversations, relationships, and experiences are some of my best teachers. I often find myself analyzing situations from all possible angles. This has enabled me to find answers to various degrees of life's questions. I compare issues, behavior, and situations to arrive at the best possible decision or simply just to learn from them.

My inventive nature is always at work to solve problems and come up with new ways to do things. I always believe there's got to be a better way.

On **RELATIONSHIPS**, I love people and more often than not, they warm up to me as easily as I do with them. I generally have a good sense of what they feel which helps me respond intentionally. It's like having a built-in radar that picks up the feelings of those around me, allows me to tune in with them, and makes me attentive to what is happening. As much as I'm adoptive, flexible, and nurturing, I prefer to approach things in a direct, straightforward manner. Sincere, genuine, and open relationships are dynamics that I value most in this or my expression.

On **HOW I DO THINGS**, I am both imaginative and perceptive; actively in touch with how people respond to treat me.


With creativity coupled with an analytical mind as my mechanism, I evaluate a situation or problem from all possible angles and come up with a resourceful solution. My imagination allows me to produce ideas and that are likened to a breath of fresh air most especially in breaking down complex concepts. I excel in turn these ideas and ways into bite-size pieces of information or nuggets of wisdom for ease in an application; leaving my clients with solutions that are both practical and thorough.



CLARITY COACHING

- One-on-one coaching sessions/hour;
- Personal, tailor-fit and self-paced.
- Clients are teens to adults; parent/s-child; international or local.
- In-person, over a phone call, video call, or chat.
- Methods may include mentoring and expressive arts.
- Coaching for inner healing, overcoming anxieties, self-exploration & expression, developing a stronger sense of self, anger management, finding & living your purpose.

[SCHEDULE A SESSION](#)



LET THERE BE LIGHT WORKSHOPS

- Group sessions.
- Tailor-fit, life skills, expressive arts, character development.
- Corporate, Schools, Private Groups, Service-oriented Industry.
- Community Development for Volunteer Workers.
- Kids 7 years old and up; Youth, Adults.

Thinking of holding 'Let There Be Light' workshops for your group? Reach out. I'm excited to meet you!

[JOIN WORKSHOP](#)



LET'S CHAT

Share your story, ask questions or show us your creativity. Write to me and you just might see it featured in our blog too.

[TALK TO ME](#)



WHY I DO WHAT I DO

With Creativity and Relationships as my greatest self-expression:

- I desire to experience EXPANSION, EXPRESSION, and FREEDOM as a way of life.
- I believe in BEING MORE of who we are that we may DO MORE, GIVE MORE, and LOVE MORE.
- I aim to be your catalyst, your motivator, your mentor, and your LIFE COACH.
- I wish for you to experience wisdom-based transformation.

Together, let's create SYNERGY to make it happen.

HOW I'M QUALIFIED TO BE A LIFE COACH technically speaking


- Continuous Learner: Perpetual student of life with attention to theology, philosophy & science.
- Experience: Over 15 years in the corporate setting of various industries and management positions from both local & multinational companies, small medium enterprise, and startups.
- Education: International Coaching Federation (ICF - ACTP) trained in 2015; Bachelor of Arts: Human Resource Development in 2000; Consistent Student Leader

CHARMS & CHAMPS

Want to be part of this Community of Charms and Champions?

Join us and be the first to know about our upcoming events, workshops, webinars, and more!

[JOIN](#)



LET THERE BE LIGHT INVITATION

Invite me in your next event. Let's light up the place and reach for the stars.

Through the development of a website that is aligned with her USP and brand identity, she was able to direct traffic and gather leads and contacts in one organized and workable medium.

No more missed opportunities for LCC!

Only jam-packed workshops and fully booked calendars!

SOCIAL MEDIA MARKETING

We left no stone unturned! All usable assets of the brand were maximized to help achieve Life Coach Cha's brand goals!

All her existing social media platforms were optimized and enriched with the brand's new image and tone. A workable content strategy was also created to get her started on what kinds of posts will work best for each platform.



CONTENT MARKETING

FOR THE FIRST TIME
SINCE HER BUSINESS BEGAN,
ALL HER CONTENT CREATIONS
AND PLATFORMS HAD UNIFIED
BRANDING AND TARGETTED
INITIATIVES.



THE LAUNCH

Just like the tagline we coined for her, we said

"Let There Be Light!"

to her brand collaterals and creative assets.

After months of meticulous research, countless brand simulations, and thorough preparations, we launched the LCC brand, her website, and several social media platforms went live!



Charged with A NEW SPARK OF BRAND IDENTITY and an even greater sense of purpose, the **Life Coach Cha** brand **SHINED BRIGHT** and to this day, continues to **ILLUMINATE PATHS** and lives of those seeking clarity coaching.





“ “ I felt very at ease working with you because you have a vibe of professionalism and I was always assured that you know what you're doing, you know what you're talking about.

I am now more aligned in general and I feel that my cluttered mind and ideas were given much needed organization! Even in my message and my social media personality and my speaking engagements, everything is in place, it's all there I just follow the guide you created.

I realized that your clients need to be ready to give a personal investment to building a solid brand. They need to do their part and pinpoint the brand essence themselves. You and your team make magic with it but we as clients need to supply you with the right materials first.

You're very easy to work with. I love how you synergize and partner with your client. I felt the sincerity of your service.

Thank you so much, Jozelle! - **CHA**



With this, we launched not only another successful client's business but we fuelled purpose by launching a purposeful brand. This is the TRM brand of helping more by helping one.

READY TO GET YOUR BRAND ROLLING?

Your business is at a prime spot to scale!

Want to get more consistent leads and high-paying clients?
If you are, then let's schedule a deep dive discovery call now
by clicking the button below.

BOOK YOUR FREE DISCOVERY CALL

LIMITED SLOTS AVAILABLE! APPLY NOW!

