

# Building a brand that gets you found, trusted & hired

by Lauren Loreto - founder of  brand good time

*A workshop for women's health practitioners who are trying to stand out*





# Being excellent at what you do is **not enough** to get clients.

They have to trust you before they ever book a call.

*That trust is built by your brand.*

# I've been on the other side of your website.

As a hormone health consumer, I was choosing between two practitioners doing virtually the same thing.

One said **"I'm a Fertility and Hormone Coach"**

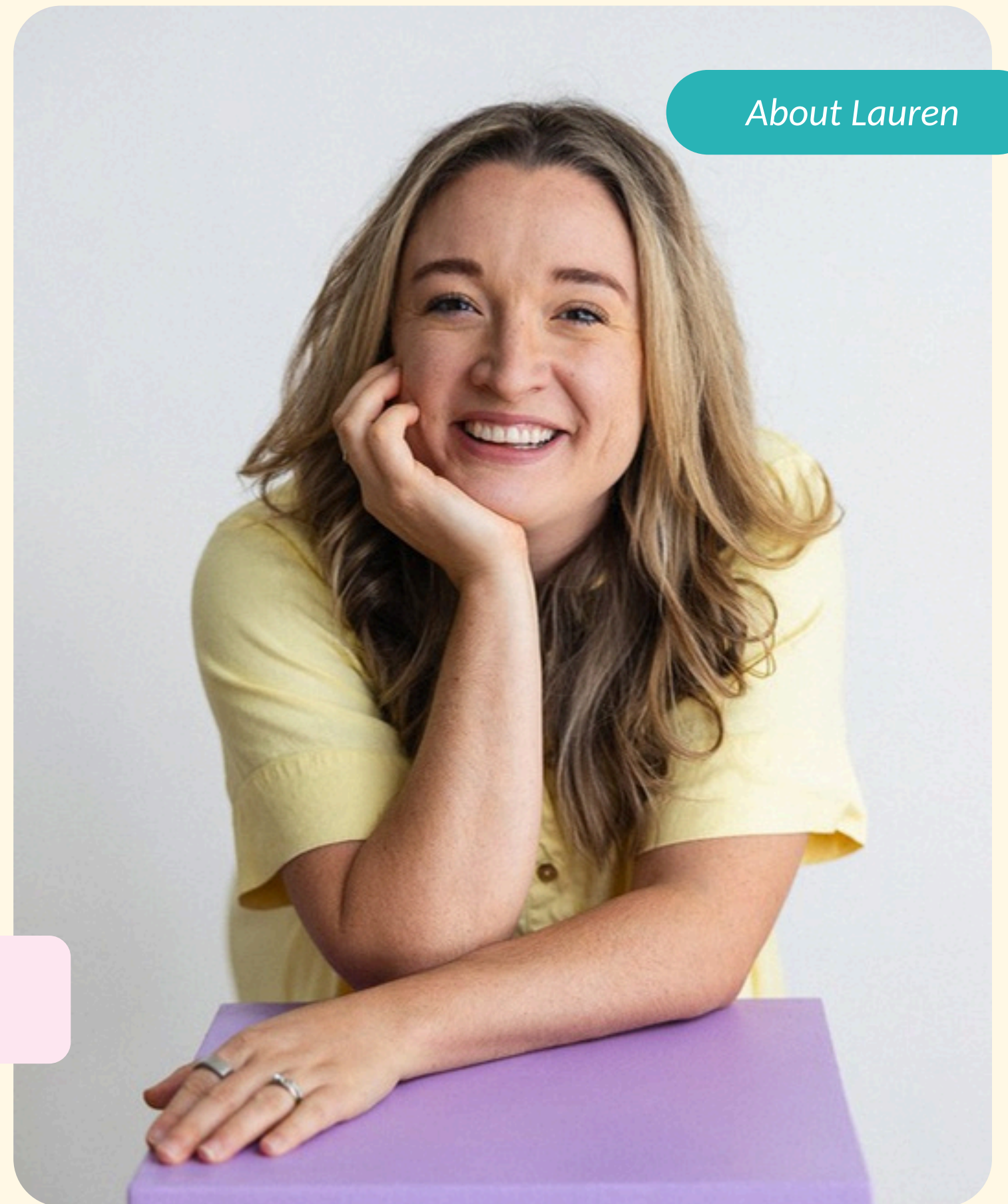
The other said **"We are functional hormone and fertility practitioners who practice root cause wellness for every season of womanhood"**

The decision was instant - because I could **see myself in their brand.**

**That "see myself in it" feeling is a *brand working.***

And it's 100% buildable—even when you're just starting out.

About Lauren



# Your brand is **not** your logo.

✗ What People Think It Is	✓ What It Actually Is
A logo	What someone feels when they encounter you
A color palette	How clearly they can picture themselves in your work
A pretty Instagram feed	The reason someone picks you over someone with the same credentials
Something you do “when you're bigger”	The sum of every touchpoint—before they hire you
A one-time project	

## Why It Matters

You're not selling supplements, or functional medicine, or health coaching, you're selling trust in a deeply personal category.

 Builds trust before the first call

People hand you their hormones, cycles, and bodies. That trust has to exist before they book.

 Attracts the right clients

The right brand pulls in aligned clients—and repels the ones who would drain you.

 Supports premium pricing

You can't charge premium prices for commodity positioning. Brand is what justifies the investment.

 Shortens the sales cycle

When someone already "gets" you from your website or social media, they come to the call ready—not skeptical.

"I help women with their wellness"  
is not a niche. **It's a category.**

### Generalist:

- "I help women feel better"
- Anyone could be your client
- Hard to find, hard to remember
- Competing against everyone

### Specialist:

- "I work with moms stabilizing hormones postpartum"
- Ideal client self-selects immediately
- Findable, referrable, memorable
- Competing against almost no one

*The fear is losing clients. You can't be found if you're for everyone.*

Find Your Niche

# Three questions that will do more for your brand than any logo ever could.

01.

**Who do you do your BEST work with?**

*Not who you can help—who lights you up. Who leaves the session and actually does the work.*

02.

**What problem do you solve that most practitioners in your space don't address?**

*Your angle, your framework, your lived experience—that's differentiation.*

03.

**What life stage, symptom, or identity do you really understand?**

*Because you've lived it, studied it obsessively, or both.*

*Defining Your Brand*

# Brand has three layers. Most people only work on one.

## *Layer 1: Identity*

*Visuals*

Logo, colors, typography. The thing people think IS the brand. It's actually just the packaging.

## *Layer 2: Voice*

*How you communicate*

The words you use, the tone you strike, the way you show up in an email vs. an Instagram caption.

## *Layer 3: Positioning*

*Who you're for & why you*

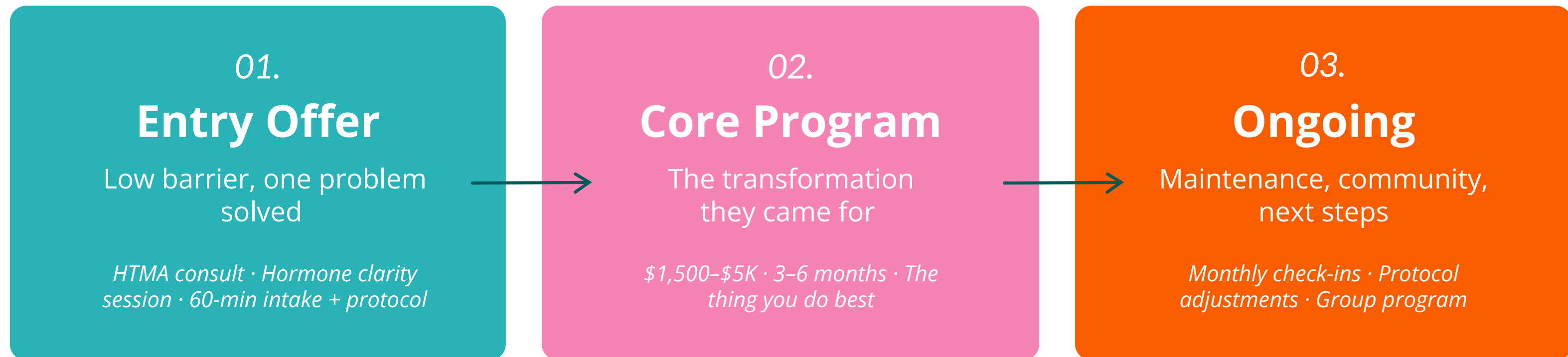
The deepest layer. Who is your brand actually speaking to—and what makes you the one to trust?

*Most DIY brands nail Layer 1 and skip Layers 2 and 3 entirely.*

## Offer Structure

# Your brand promise has to match how you actually sell.

*If there's confusion in one, there's confusion in the other.*



**Pro tip:** *Be transparent about what comes AFTER the entry offer—including supplement costs, testing, ongoing investment. It builds trust, not fear.*

## What To Avoid

# The four branding mistakes most brands make.

### Copying instead of defining

*Inspiration is fine. Imitation means you'll always look like a version of someone else—and clients can feel that.*

### Inconsistent messaging across platforms

*If your IG sounds like one person and your website sounds like another, trust breaks before it builds.*

### Neglecting brand voice

*It's not just what you say—it's how you say it. Voice is often the thing that makes someone feel like they know you.*

### Waiting until you're "more ready"

*You're already branding. The question is whether it's intentional. Starting now—even imperfectly—beats waiting.*



# Branding is a long game. But it's not immeasurable.

<b>JUST STARTING OUT</b> <i>Qualitative signals</i>	<b>MORE ESTABLISHED</b> <i>Quantitative signals</i>
Are referrals describing you accurately?	Where are clients coming from? (Track it)
Do inquiries feel aligned?	Conversion rate: inquiry → booked call
Do people say “I feel like I already know you”?	How often are you defending your price vs. being asked how to pay?
How often do you explain yourself vs. arrive pre-trusted?	Time from first touchpoint to signed client



**Open discussion**—which column feels more relevant to where you are right now?

# The train has left the station. You don't have to be an expert—you just have to start.

## What AI can do for you

Draft your bio in your voice (give it examples first)

Write email sequences, social captions, inquiry responses

Research competitors and audience language

Brainstorm niche angles and messaging directions

## The one rule

AI amplifies your voice. It doesn't replace it.

Give it YOUR words as input.

Treat it like a very fast, very patient first draft machine—

not a strategy brain.



# Let's workshop!

01 — **Your Niche** Who is the one person you do your best work with, and what's the specific problem you solve for them? We'll workshop a few answers together live.





# Let's workshop!

02 — **Your Brand Statement** Take a first stab: "I help [who] do/feel/achieve [what] so they can [outcome]." We'll poke at the ones that feel too generic and sharpen them in real time.





# Let's workshop!

03 — **Your Offer Entry Point** What's the lowest-stakes way someone can work with you right now? If you don't have one, we'll talk about what it could be.



Want to go deeper?

## Brand Strategy Sesh

*A focused, personalized session for practitioners who have clients and want to sharpen what they've got.*

✓ Clarity on your niche, voice, and positioning

✓ A written summary of your brand direction

✓ Specific recommendations for where to focus first

✓ Actionable next steps you can actually execute

**Pricing:** ~~\$1,500~~

\$1,250 for IMH attendees

*\*Offer ends Friday, May 15. Payment plans available.*

*Best for practitioners who have sold their services to at least a handful of clients. Today's session gives newer practitioners the foundation—this is here when you're ready to go deeper!*



# Thank you!!!

*I'm fun & weird on LinkedIn*

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