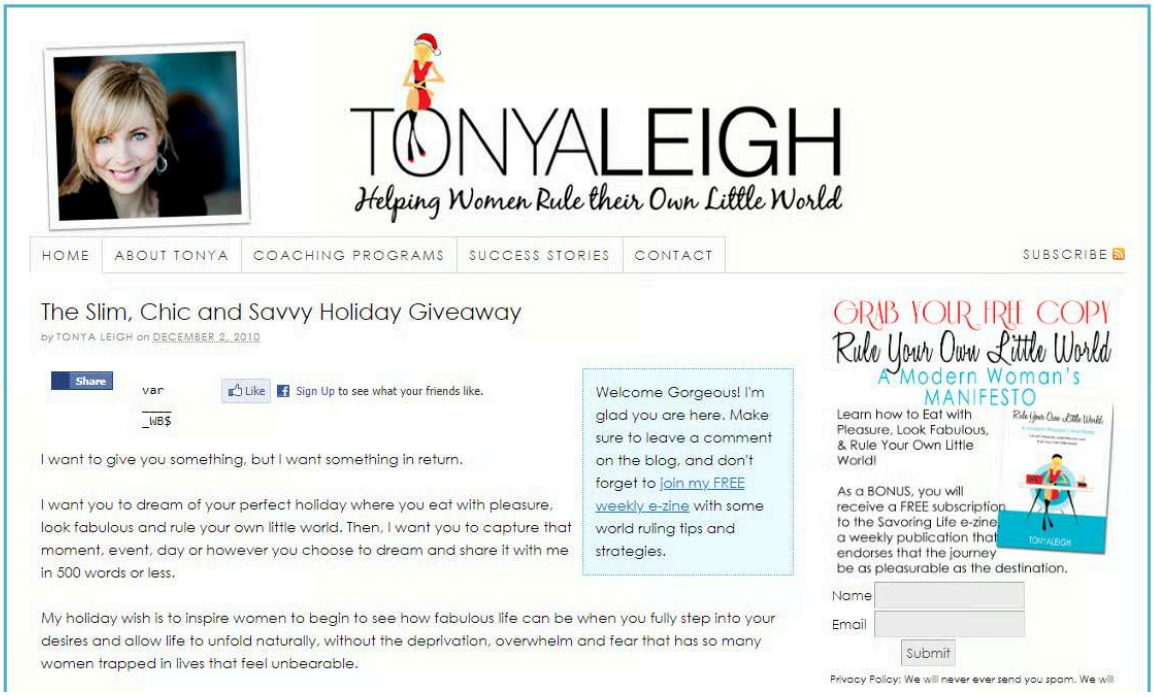
Awhile back, I spent two days in Austin, TX at the annual Mastermind for The Life Coach School. I saw so many of your beautiful faces there!

I wanted to share my biggest takeaway from this business conference that was for coaches certified through the School.

That takeaway is this: how you present yourself online matters.

Tonya Leigh spoke at Mastermind, and she taught us that business self-image is critical to our success.

To illustrate her point, Tonya shared a photo of her website from several years ago, which looked something like this:



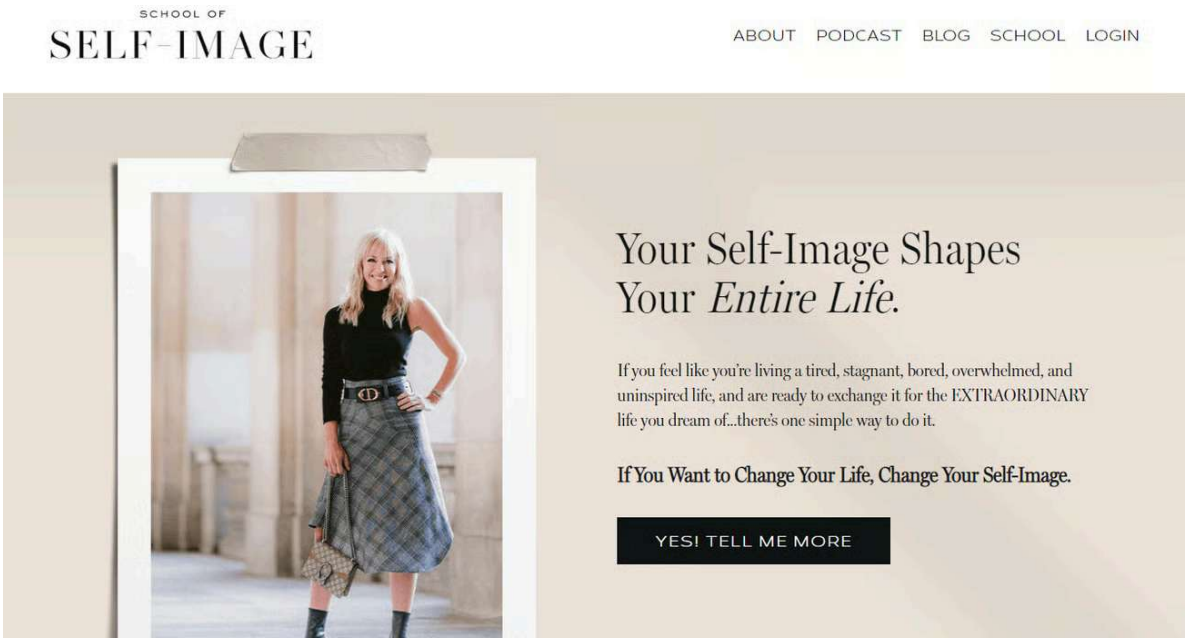
She noted how she was presenting herself: "Helping women rule their own *little* world."

We all chuckled in the audience because Tonya is a powerhouse.

But perhaps we can all relate to the temptation to think "little" when we're first starting our businesses.

And then she shared a photo of her site now, which looks much more impactful in design and messaging.

It shows just how far Tonya has come in her belief in herself as a business woman and her impact on the world:



Now, I don't think the point of Tonya's talk was to necessarily tell all the coaches to redesign their websites.

I think her point was that our business self-image matters.

How a coach chooses to present themselves on their website (both with the words they use and with the quality of the design) is one *part* of that self-image and self-belief.

She encouraged us to stand out, to embody our values, and to visually shape our surroundings and the space we work in.

That includes our offices, our social media platforms, our websites.

Decide intentionally who we want to be, and them embody that in how we present ourselves to the world.

SO GOOD. I hope that was useful.

Jennie

P.S. If you're looking for design inspiration to uplevel the look of your own coaching website self-image, then **this blog post** might be useful. In it, I share a list of 11 coach websites that work well, organized by niche.

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