

Surviving to Thriving Health & Wellness Coaching

Coaching women 45-55 years of age, who are dealing with the stress of a Chronic Health Condition, and helping them to improve their quality of life, so they can thrive in the face of illness.

Brand Identity

1. Colours I want to use in my logo and branding.
 - Soft olive green
 - Soft lavender
 - Crisp white
2. Style I wish to portray.
 - Professional
3. Feelings or emotions I wish to evoke in my clients.
 - Calm
 - Comfort
 - Trust
 - Empowered
 - Friendliness
4. What I stand for – vision and values

Being diagnosed with a chronic illness can be distressing to say the least, but once the person has moved beyond the initial shock of their diagnosis, there will be the ongoing day-to-day stressors of living with their condition, such as coping with the discomforts of symptoms through to adjusting to the new limitations the condition places upon their life, all of which can be further compounded by other challenges that life can bring, whether ill or not.

At present, the most trusted service to turn to is our local GP, where the patient is often prescribed medication to help them cope. E.g. Anti-depressants, Valium, Codeine, which in some instances are being unnecessarily prescribed. Unfortunately, these examples of prescription drugs have many unpleasant side effects, which we are often not informed about. Psychotherapy may be another treatment option, but usually the patient is only referred once they are experiencing depression and/or chronic anxiety. Furthermore, psychotherapy tends to be problem-centred, rather than focusing on personal strengths and the ability to make positive lifestyle changes.

Considering the current options available, and the fact that I myself live with a Chronic Health Condition, I want to offer a trusted wellness program, where middle-aged women with a chronic illness will be able to address their illness-related stressors at a much earlier stage, long before they manifest into depression/severe anxiety, or further compromise their physical health, all of which would most likely lead to the use of (even more) prescription drugs. My vision is that these women will be empowered to maximise their health and wellbeing by drawing upon their personal strengths to find their own unique solutions, in order to experience increased happiness, and to help them from being further entrenched in the "Sick Care System."

5. The personality of my business.
 - Empathetic
 - Reliable
 - Kind
 - Humble
 - Persistent
 - Brave
6. My ideal client – Personalities and values they are attracted to.
 - Dependable/trustworthy people
 - Clear Communicators
 - Commitment
 - Positivity
 - Creativity
 - Open-mindedness
 - Good humour
 - Those who will treat them with respect
 - Empathy
 - Kindness
7. I want my business to be known for:
 - Professionalism
 - Supportiveness
 - Helping people achieve their goals
 - Relaxation
 - Trustworthiness
 - Value for money
 - Efficiency
 - Thoroughness
 - Client satisfaction



↑
Like these feminine forms

My transition would be surviving to thriving.



Like the demonstration of transitioning

Feminine

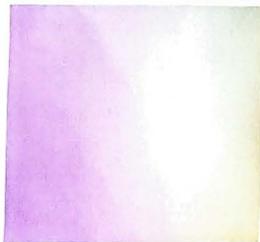
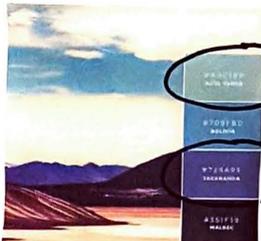
Typeface: Gill Sans

strong seeds

Masculine

Typeface: Adobe Garamond Pro

Like this font



↑
Like these colors

