

Brand Messaging Guide

Lisa Alecci

Brand

ADHD freedom to be:

Clear, confident, productive, and happy.

Tagline

Design Your Strategies. Discover Your Power.

Design Your Strategies to manage your ADHD. Live the life you desire.

One-liner...the answer to what do you do?

I'm a coach who works with people with ADHD. I help them design life strategies to manage their individual symptoms so they are free to live the life they desire

Elevator pitch...15 seconds

About 10% of our population is scattered, perpetually late, and overwhelmed. They feel miserable, yet research shows they're brilliant, creative and incredibly talented. They just can't bring their lives into focus.

The problem is that they have ADHD, and many of them have not even been diagnosed. I am an ADHD coach and I work with these incredible people to help them design strategies to manage their symptoms and free their potential so they can become clear, confident, productive, and happy.

Sales pitch Adapt for sales calls, web copy, and emails

I know that you want to be confident, productive, and happy. The problem is you're always late, you're forgetful, and scattered, which makes you feel ashamed, frustrated and overwhelmed. You don't have to feel this way!

I understand. I struggled with the symptoms of ADHD my entire life but didn't know what was wrong. I searched for answers for years until I was finally diagnosed with ADHD. Eventually, I learned to manage my challenges, unleash my potential, and I discovered my power.

In addition to taking medication, I found a coach who helped me to experience the effectiveness of coaching. It impacted me so much I decided to train with the International ADHD Coach Training Center, so I can work with people who live with ADHD.

I help people with ADHD design strategies to manage their symptoms and maximize their potential so they can become clear, confident, productive, and happy.

Here's what to do now:

1. Schedule a free 15-minute consultation
2. Choose a coaching plan
3. Experience the freedom to be clear, confident, productive and happy!

Let's get started, so you can stop feeling frustrated, start feeling confident, and live the life you desire.