

## Answers to Frequently Asked Questions (FAQs)

Please take a look through these FAQs before our first tele-session. That will ensure that we can jump right into the material in our first meeting. If you have additional general questions about the program, please forward them to me or Katherine at least one week before our first meeting and we will address them as we receive them.

### **How long does it typically take for a client to go through the Reach Personal Branding process?**

It depends. Every client is different. I have had some clients (who were very self aware) complete the program in 8-10 weeks. I have other clients that have been with me for years and they have no plans to leave. I recommend not making promises to clients that they will be 'branded' in X weeks. This sets up unrealistic expectations.

### **Can I customize the program for use with my clients?**

Yes. Personal branding is all about individuality. Therefore I expect each Certified Strategist to deliver the program in the way that works best for them. In addition, each client is different and will be able to receive the material in this program in a unique way. To keep the Reach brand pure and unaffected, however, certification program materials will be provided in PDF format. It is critical that Reach not be misrepresented in any way.

### **Do I have to pay Reach for each client that I take through the process?**

No. This is an unlimited license for one-on-one coaching with individual clients. You may use the skills that you obtain with as many individual clients as you wish. Clients will have to purchase the client guide to participate.

### **Do I have to pay Reach for clients that are referred to me from the Reach web site?**

No. Clients will have the opportunity to link to your web site from the Reach site. Reach will not require a referral fee for clients that came to you through any Reach marketing activity.



### **Why are clients required to buy client guides in order to participate in the program?**

We developed a program that would be affordable to strategists and provide a small amount of recurring revenue for Reach so that we can continue to maintain a high value marketing program to support your efforts. We finally agreed that this would be the most cost effective requiring the least amount of administration. Funds that come in from your clients will be applied to Reach marketing efforts which will provide visitors who will link to your sites.

### **How will client guide purchases be monitored?**

It will be on an honor system. We will not put in place any type of controls on this. We believe that the people in our program will work within the parameters we have established.

### **Among all personal branding experts, where is Reach and how is it differentiated?**

Reach is the leading global personal branding company. We are constantly the highest ranked personal branding site by alexa.com (currently in the top 100K sites). William Arruda is the only personal branding consultant with 20 years of international branding experience. Reach is one of the first ever personal branding companies (among the first five). Now there are hundreds of companies and individuals offering personal branding services. Our materials have been developed over several years and have been proven with thousands of CEOs, business owners, coaches and professionals at all levels of the organization.

### **Does this certification cover group events such as workshops, keynotes or seminars?**

No. There will be a separate fee for using this material with groups.

### **Why does this certification not cover group events such as workshops, keynotes or seminars?**

Because workshops and events are highly visible activities. In order to ensure that the Reach brand is appropriately managed by our strategists, we are going to provide them with a complete set of slides and speaker notes for events and workshops. These materials are extremely expensive involving the cost of development, design and copy services, securing permission rights for images, etc. The regular cost for the seminar in a box will be \$2,500 but it will be available to Certified Strategist for only \$500 for unlimited use.

### **Is additional support available once the certification program ends?**



Yes. You can receive one-on-one support with William Arruda for a 30% reduction in his fee.

**Why is the program 8 weeks but there are only 6 tele-seminars?**

Because some of the homework assignments will take two weeks to complete. Breaking the program up in this format will ensure that you obtain the skills you need to support your clients. This is an extremely intensive program with a great deal of learning in a brief time.

**What kind of marketing activities does Reach lead to support visibility?**

This information can be found at [www.reachcc.com/certification](http://www.reachcc.com/certification). If you have additional questions, we can discuss this during the first session in the program. Our goal is to remain the number 1 personal branding site and to become the portal for personal branding. We have some exciting news to share with you when we meet.

**What about updates to the program?**

As a certified strategist, any time there are significant updates to the material for this program or the associated marketing activities, you will receive notification and updates free of charge. We want to ensure that our certified strategists are using the latest materials available.

**Are there any enhancements planned for the program that I should know about?**

Yes. We are working on the Reach Personal Branding Toolbox™, a web-based system that will support clients as they move through the various exercises in the process. There is a special affiliate program in the works that will provide passive revenue to Certified Strategists and reduced pricing for your clients.

**When do I receive my Certified Strategist Logos?**

After you complete the program and all the learnings contained therein, you will receive your logos for use in your marketing activities.

**Are we competing with William Arruda and the other Reach-Certified Strategists?**

No. William Arruda is reducing his client load year on year. One of the reasons for this program is to ensure that there are outstanding coaches who can support one-on-one clients using the Reach methodology. Each of you will have your own specialty and brand. The more visibility the Reach program creates, the more business each of you will have. So each Certified Strategist is helping to build business for all others. It's our goal for this to become *the* leading methodology for personal branding. You are helping make that a reality.

