

Nobody Cares How Good a Coach You Are Until They Know You Exist

Dr. Elie Daher · Reimagining You® 5C-Brand™: Clarity · Credibility · Consistency · Connection · Communication

Your name

Date

How to use this sheet. Fill it in as we go: five short exercises, one per C, then your scorecard and your 30-day plan. Write fast and plainly; a rough honest answer beats a polished vague one. Keep it: you will rescore against it in 30 days.

EXERCISE 1 C1 Clarity: your clarity statement

4 minutes

Test: could a colleague repeat it tomorrow?

WHO · one executive you most want to serve: a role and a moment, not a category

PROBLEM · in their own words, the sentence they say to themselves at 11 pm

TRANSFORMATION · what is different for them in 90 days

METHOD · how you get them there: your approach or framework

MY CLARITY STATEMENT · I help [WHO] who [PROBLEM] to [TRANSFORMATION], through [METHOD]. Say it in one breath.

EXERCISE 2 C2 Credibility: your proof inventory

5 minutes

Test: can I show three pieces of proof in 60 seconds?

RESULT 1 · before, after and time

RESULT 2 · before, after and time

RESULT 3 · before, after and time

TWO VOICES · clients you will ask for a one-sentence testimonial, or voices you already have

ONE IDEA · something you could teach publicly this month

Confidentiality rule: anonymise, get written permission, share the lesson not the name.

EXERCISE 3 C3 Consistency: your headline and six touchpoints

4 minutes

Test: does a CHRO know who you serve in 3 seconds?

MY HEADLINE TODAY · copy it from LinkedIn

MY NEW HEADLINE · who you serve + result + proof (only credentials you actually hold)

ABOUT, FIRST TWO LINES · the problem you solve, before your biography

SIX TOUCHPOINTS: tick each one that already tells the same story

☐ LinkedIn headline

☐ Website home

☐ Email signature

☐ Speaker bio

☐ Last five posts

☐ Google your name

THE ONE TOUCHPOINT I FIX FIRST · and what it should say

EXERCISE 4 C4 Connection: your first 15

4 minutes

Test: did I start three relevant conversations this week?

5 BUYERS · real names and titles who can hire you

5 REFERRERS · people who could introduce you

5 AMPLIFIERS · people with a stage or an audience

THE 3 I WILL ENGAGE THIS WEEK · and the first move for each: a comment, a message with context, an introduction

Daily 10 minutes: two thoughtful comments, one message with context, one introduction. A system, not a mood.

EXERCISE 5 C5 Communication: your three pillars

5 minutes

Test: would a buyer stop scrolling at your first line?

TEACH · 50% · pillar, and one question your buyer asks

PROVE · 30% · pillar, and one question your buyer asks

PERSPECTIVE · 20% · pillar, and one question your buyer asks

FIRST LINE OF MY FIRST POST

RHYTHM I CAN KEEP FOR 12 WEEKS

SCORECARD Your 5C score

The C	Honest test	Score: circle 1 to 5				
Clarity	A stranger can repeat who I help after one sentence	①	②	③	④	⑤
Credibility	I can show three pieces of proof in 60 seconds	①	②	③	④	⑤
Consistency	My six touchpoints tell one story	①	②	③	④	⑤
Connection	I started three relevant conversations this week	①	②	③	④	⑤
Communication	I have published on a rhythm for four weeks	①	②	③	④	⑤

TOTAL · out of 25

MY LOWEST C · this is my first move

THE FIRST THING I WILL CHANGE

Your lowest score is your first move. Fix Foundation (Clarity and Credibility) before you post more.

YOUR PLAN Four weeks to a findable brand

WEEK 1 · FOUNDATION · finalise the clarity statement; rewrite headline and About; complete the proof inventory. *My commitments:*

WEEK 2 · ACTIVATION · start the daily 10 minutes; send two testimonial requests; message three referrers. *My commitments:*

WEEK 3 · COMMUNICATION · publish three posts, one a document or carousel; record one 60-second video. *My commitments:*

WEEK 4 · SUSTAIN · review the numbers; batch next month in 90 minutes; book one collaboration. *My commitments:*

MEASURE Track conversations, not applause

Discovery calls booked from content or referrals

Inbound messages from target roles

Profile views from target titles

Saves and shares, before likes

"I saw your post" mentions

My 5C rescore in 30 days (out of 25)

48 HOURS One commitment, starting now

IN THE NEXT 48 HOURS I WILL...

Your gift: *Finding Your Edge: The Executive's Guide to Becoming Unforgettable*. Your claim code arrives in the thank-you email. Take the free 5C-Brand™ self-check at dreliedaher.com/5c-brand-self-check and compare it with your score here.