



BRAND VOICE GUIDE

FROM CHAOS TO CONFIDENCE
Strategic Coaching for Programs and Athletes
that Want More

Prepared for Jael Ward, JL Consulting
Prepared by LML Solutions 7/16/2025

BRAND VOICE & TONE GUIDE

1. Brand Voice Summary

Voice Anchors:

Empowering, Grounded, Strategic, Relatable, Heart-Centered

Voice Description:

JL Consulting sounds like a seasoned coach with a big heart and an organized playbook. It's grounded in decades of real-world experience and fueled by purpose. The voice is confident but never condescending, passionate but never chaotic. It speaks the language of both athletes and business owners—offering clarity, connection, and practical transformation with every word.

This is more than business—it's a mission to elevate the cheer and dance world through structure, soul, and support.

2. Core Brand Philosophy

"I don't just train athletes—I shape leaders."

Jael believes coaching should grow people, not just performances. Her unique blend of structure and mentorship is rooted in the belief that:

- Every athlete deserves emotional safety and confident instruction
- Every gym can be efficient and heart-centered

Every program can grow sustainably—with the right systems in place

3. Voice Do's & Don'ts

Do:

- Share real stories from athletes, coaches, and gyms
- Use analogies from sports and coaching
- Ask guiding questions ("What would change if...?")
- Use direct, encouraging language
- Highlight outcomes with heart (growth *and* results)

Don't:

- Use corporate jargon or overly polished language
- Talk down to coaches or owners
- Sound transactional or salesy
- Assume all readers are cheer/dance experts
- Overpromise transformation without clarity on support

4. Audience Resonance Phrases

Examples of Phrases to Mirror Back in Copy:

- “We’re doing okay, but I know we could be doing more.”
- “I feel like I’m wearing 12 hats.”
- “I just want my team to feel supported.”
- “Our communication is a mess.”
- “These kids deserve more than recycled routines.”
- “We’re winning, but we’re losing people.”

5. Offer Ladder (For Messaging Clarity)

Primary Offers (Revenue-Generating)

- Private Lessons
- Choreography (School + Allstar)
- Tumbling & Acro Clinics

Support Services

- Staff Training + Communication Planning
- Organizational Systems & Class Structure
- Confidence-Building Workshops

Scalable/Future Offers

- Affiliate Partnerships (software/tools)
- Coaching Certification
- Judging Training / Placement Support
- Conference Speaking

6. Core Audience Personas

Persona	Description	Emotional Driver
Coach Carla	Passionate but overwhelmed, juggling too many roles, wants a better flow	Burnout relief, respect, feeling seen as a leader
Owner Olivia	Results-driven but drowning in backend chaos, wants time and systems	Time freedom, long-term growth, pride in team culture
Parent Patrice	Invested, loving, wants her child to feel confident and supported	Safety, emotional support, confidence-building for child
Athlete Ava	Tween/teen who needs confidence, connection, and small wins	Belonging, progress, being celebrated

7. Tone by Format

Asset Type	Intended Tone	Notes
Sales Page	Strategic, results-driven, motivational	Use stats, client proof, and values-based CTAs
Nurture Emails	Warm, wise, conversational	Include stories from Jael's journey
Social Media Captions	Punchy, empathetic, behind-the-scenes	Use everyday metaphors and relatable kid/parent moments
Webinar Script	Energetic, practical, vision-forward	Build belief and buy-in through mini shifts
Video Testimonials	Gratitude-rich, personal, specific	Use real language from parents/coaches
FAQ Section	Clear, confident, reassuring	Show that objections are valid, but solvable
Landing Page	Outcome-focused, welcoming	Use bold headers with visual hierarchy
Welcome Email	Inspiring, personal, value-anchored	Use "future-casting" to paint the transformation

8. Copy Hook Formulas

Use these for headlines, emails, or captions:

- **Tension-Then-Truth:** "You're not failing. Your systems are."
- **Vision Hook:** "What if structure—not more hustle—was your secret weapon?"
- **Call-Out Hook:** "Hey coach: still doing it all yourself?"
- **Confession Hook:** "I used to think trophies meant success. I was wrong."

9. CTA Tone by Format

Format	CTA Style	Example CTA
Sales Page	Bold, outcome-driven	"Let's rebuild your program from the inside out."
Social Media	Conversational, empathetic	"Ever felt this? Drop a 💬."
Emails	Low-friction, clear	"Reply with 'SYSTEM' and I'll send you a checklist."

Format	CTA Style	Example CTA
Webinar	Visionary	"Let's map your next season—with structure."

10. Proof & Testimonial Strategy

Asset	Best Proof Type	Example
Sales Page	Case study + quant result	"We improved retention by 25% in 2 months."
Social Post	Micro-win or quote	"Jael changed how I lead my team—overnight."
Email	Mini story + mindset shift	"At first, I resisted systems. Now I can breathe."
Webinar	Short parent/coach clips	Real language builds immediate trust

Testimonial Template Structure:

1. Before: "We were losing athletes and disorganized."
2. Breakthrough: "Jael helped us revamp our class flow and comms."
3. After: "Now we're retaining athletes—and I have my evenings back."

11. Objection Reframes

Objection	Reframe Copy
"I don't have time."	"What if one hour saved you ten?"
"We're too small."	"Structure isn't about size—it's about sustainability."
"We already have a team."	"Let's support your staff, not replace them."
"Parents won't see the value."	"They already do—when their kid starts thriving again."

12. Signature Words or Phrases

- "Organized chaos turned confident clarity"
- "Coaching with connection – not correction"
- "Build people—not just performances"
- "Confidence is a skill we teach"
- "You don't need to do more – you need better systems."
- "Your athletes. Your program. Elevated."
- "Built on Trust. Proven by Results. Powered by Passion."

13. Voice Alignment With Brand Identity

What the brand stands for:

Empowering the cheer and dance world through strategy, structure, and soul—helping athletes, coaches, and studios grow with confidence, clarity, and heart.

What the brand stands against:

Cut-and-paste coaching, toxic competitiveness, communication breakdowns, and burnout disguised as hustle.

How voice reinforces the vehicle (not just the offer):

The JL voice educates and equips through stories, systems, and strategy. It doesn't just sell a camp or routine—it shifts how leaders see themselves, their athletes, and their potential.

14. Optional Voice Samples

Voice Sample #1 — Social Post Style Caption:

"You're not failing—your systems are. Let's build ones that support your growth, your athletes, and your peace of mind."

Voice Sample #2 — Sales Page Hook:





"Winning routines are great. But want to know what wins parents, retains athletes, and scales programs? It's not glitter. It's structure."

Voice Sample #3 — Email Opening Line:

"Hey Coach—I see you. You've got back-to-back practices, 47 questions in your inbox, and a routine to clean before Thursday. Let's get you some breathing room."

15. Write Like Jael (Voice Mechanics)

Element	Jael Style
Sentence Length	Mix of punchy one-liners and short coach-style paragraphs
Point of View	Primarily 2nd person ("you"), with grounded 1st-person reflection ("I've seen..." / "We've worked with...")

Element	Jael Style
Formatting	Use  bullets, subheadings, short blocks, casual bolding
Rhythm	Coaching tone—structured, honest, encouraging
Emojis	Sparingly, only in casual copy or social captions (e.g.  ,  , )

16. Voice Comparison Grid

Voice Trait	JL Consulting	Too Far One Way	Too Far the Other Way
Empowering	“We build people.”	Preachy or pushy	Passive or vague
Strategic	“Structure is the gamechanger.”	Corporate or rigid	Unfocused or chaotic
Relatable	“I’ve coached through chaos too.”	Oversharing	Cold or unreachable
Supportive	“You don’t need to do it alone.”	Coddling	Critical or harsh
Real	“Winning’s great. But are they staying?”	Sugarcoated	Negative or dismissive

17. What We Always Say/Never Say

Always Say:

- “We build people—not just performances.”
- “You don’t need to do more—you need a better framework.”
- “Confidence is a skill we teach.”
- “Growth with structure is sustainable.”

Never Say:

- “Dominate the mat.”
- “Crush your competition.”
- “We guarantee trophies.”
- “We fix broken coaches.”

18. Tone Flexibility by Audience Segment

Audience	Tone Style	Example Phrase
Parents	Reassuring, outcome-driven	"We help your child build confidence, not just new skills."
Coaches	Respectful, collaborative	"We're here to support you, not replace you."
Studio/Gym Owners	Strategic, efficiency-focused	"Let's organize the chaos and free up your time."
Athletes (teens)	Fun, clear, motivating	"We see you. Let's get that back handspring—together."

19. Content Pillars + Story Buckets

Pillar	Story Buckets / Example Topics
1. Coaching & Leadership Tips	How to connect with athletes, coach vs trainer, coaching with care
2. Athlete Confidence & Growth	Stories of athlete breakthroughs, mindset over muscle
3. Behind the Scenes	Routine builds, coach wins, studio visits
4. Testimonials & Proof	Before-and-after progress, video clips, parent quotes
5. Program Systems & Strategy	Chaos to clarity audits, retention systems, class structure tips

SAMPLE ASSETS USING BRAND VOICE & COPY

LEAD MAGNETS

Lead Magnet Examples

Purpose: Grow your audience and start meaningful relationships

Jael, the lead magnet examples I've included are designed to show how you can create high-value, low-barrier resources that attract your ideal audience—parents, coaches, program directors, or studio owners—and convert their interest into a deeper relationship with JL Consulting.

These examples illustrate how your expertise can be packaged into helpful, actionable formats like checklists, cheat sheets, or mini-guides. Each one is structured to reflect your brand tone—clear, encouraging, strategic—and to position you as both a thought partner and a trusted guide.

Why Lead Magnets Matter for JL Consulting:

- **Build Trust Early:** They give potential clients a small win, showing that you understand their challenges and can help solve them.
 - **Grow Your Email List:** They allow you to collect contact info and stay connected with people who are already interested in what you offer.
 - **Set the Tone for Working With You:** They reflect your professionalism, your philosophy, and your strategic approach—all before a single sales conversation.
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How These Examples Can Be Used or Adapted:

- As part of your website (to turn visitors into subscribers)
- In email or DM outreach (to create value-first engagement)
- As handouts at events or clinics (to start follow-up conversations)
- In team onboarding materials (to reinforce your process and value)

Each example is built to be easy to understand, visually clean, and immediately useful—which means your audience is more likely to engage, share, and take the next step with you.

Lead Magnet (1-Pager):

TITLE:

“From Chaos to Clarity: The 4 Signs Your Program Is Running You (And How to Take It Back)”

Header:

If you’ve ever rewritten a routine at 11:17 PM—or answered a parent’s email mid-cleanup—you’re not alone.

Body (with clear layout):

Picture This:

- You’re reworking a formation for the third time.
- A parent just emailed about a missed tuck.
- You still don’t know who’s returning next season.
- There’s a showcase in two weeks.

Sound familiar?

When This Becomes the Norm, You Might Be Seeing:

- Athletes burning out
- Routines getting recycled
- Parents pulling out over miscommunication
- Growth stalling—season after season

Here's the Thing: It's Not Your Fault.

Most cheer and dance leaders were never taught how to run a program like a business.


That's where we come in. At JL Consulting, we bring structure, strategy, and soul to help you go from **organized chaos to confident clarity**.

What We Help You Build:

- Stronger systems
- More connected teams
- Growth that sticks

CTA:

Want to know which small shifts make the biggest difference?

 [Click here to download the full guide] or [DM "SYSTEMS" on IG]

Branded Lead Magnet Outline (Canva Visual Planner)

Title:





From Chaos to Clarity

(Bold, clean header over a soft purple accent wave)

Subhead:

The 4 Signs Your Program Is Running You — and How to Take It Back

Section 1 – Picture This (with icons):

-  "It's 11:17 PM. You're reworking a formation—for the third time."
 -  "A parent just emailed about a missed tuck."
 -  "You still don't know who's returning next season."
 -  "And there's a showcase in two weeks."
- (Light background, grey text for emphasis)*

Section 2 – Signs It's Too Much (with checkbox bullets):

- ☒ Athletes burning out
- ☒ Routines getting recycled
- ☒ Parents pulling out over mis-communication
- ☒ Growth stalling—season after season

Section 3 – Reframing the Story (callout box):

“It’s not your fault.”


You weren’t taught to run things like a business—but now you can. (Brand fonts, clean border)

Section 4 – What You Can Build:

- Better systems
 - Stronger teams
 - Sustainable growth
- (Each with mini icons and short descriptors)*

Footer / CTA:

Want clarity, consistency, and calm—for your team *and* your schedule?

 **Download the guide** or DM “SYSTEMS” on IG

(Include your logo, contact link, and soft gradient background to end)

From Chaos to Clarity

The 4 Signs Your Program Is Running You — and How to Take It Back

Picture This



"It's 11:17 PM. You're reworking a formation—for the third time."



"A parent just emailed about a missed tuck."



"You still don't know who's returning next season."



"And there's a showcase in two weeks."

Signs It's Too Much

- ✓ Athletes burning out
- ✓ Routines getting recycled
- ✓ Parents pulling out over miscommunication
- ✓ Growth stalling—season after season

"It's not your fault."

You weren't taught to run things like a business—but now you can.

What You Can Build



Better Systems

Streamlined processes that save you hours every week



Stronger Teams

Cohesive groups that perform better and stay longer



Sustainable Growth

Expand your program without burning yourself out

Want clarity, consistency, and calm—for your team and your schedule?

[Download the Guide](#)

OR DM "SYSTEMS" on IG



Contact Us | [@yourhandle](#)

From Chaos to Clarity

CLAIM YOUR ROLE AS A COACH
WITH CONTROL + PURPOSE



QUICK WINS IN LESS TIME

Ready to reclaim control of your day? Here are eight small steps you can take today to make space for the work that matters. Start with just one to reset your momentum from chaos to clarity.

Plan

1. Map your weekly practices to key dates and events
2. Turn long-term goals into short-term actions
3. Set office hours for emails and parent conversations
4. Schedule time to plan routines and choreography
5. Build margin before and after practices
6. Repurpose key phrases when communicating
7. Batch tasks for better efficiency
8. Limit notifications during work hours

“Jael gave me confidence and clarity in where we're headed next as a program—and where I'm headed next as a professional.”

—Kelsley, Fort Worth, TX

Ready to take the next step? **Book a free clarity consult** at:

THEJLCONSULTING.COM

NURTURE EMAILS

Nurture Email Example

Purpose: Build trust and stay top-of-mind with potential clients

Jael, the nurture email example I've included is meant to show how you can continue the conversation after someone downloads a lead magnet, joins your email list, or reaches out for information. It's not a sales pitch—it's a relationship-builder. It reflects the same heart-led, clarity-driven approach you bring to every part of your brand.

This example models a warm, thoughtful tone that speaks directly to the daily challenges your audience is facing—while positioning JL Consulting as the strategic, supportive next step.

Why Nurture Emails Matter for JL Consulting:

- **Keep the Connection Alive:** Many clients don't buy right away. This keeps you on their radar until they're ready.
- **Establish Authority Gently:** Each message builds familiarity and trust without pressure—so when they're ready to move forward, you're the natural choice.
- **Reinforce Your Brand Voice:** These emails allow your audience to experience your tone—clear, strategic, encouraging—before they ever speak to you directly.

How This Example Can Be Used or Adapted:

- As the first email in a welcome series after someone downloads a lead magnet
- As a stand-alone “check-in” email to re-engage warm leads
- As part of an automated sequence that educates, encourages, and invites action over time
- As a way to highlight a service (like private lessons, camps, or consulting) with an embedded CTA

This email shows how to deliver real value in someone's inbox while positioning your offers as the logical, helpful next step. When used consistently, this approach creates a steady stream of qualified, aligned leads who already know, like, and trust you before they ever reach out.

Nurture Email Script:

Subject Line: “Sound familiar? You're not alone.”

Preview Text: If burnout feels normal, it's time for a better system.

Email Body:

Hey Coach,

It's 11:17 PM. You're adjusting a formation—for the third time.

A parent just emailed about a missed tuck.

You still don't know who's returning next season. And there's a showcase in two weeks.

If this hits a little too close to home—you're not alone.

You're not failing.

Your systems are.

At JL Consulting, we work with leaders who care deeply—and are juggling more than they should. And when programs stay in survival mode, it shows:

- ✓ Athletes burn out
- ✓ Routines get recycled
- ✓ Communication cracks open
- ✓ Growth stalls

Here's the good news: *it's not your fault*. You were never taught to run your program like a business—but you absolutely can.

And we'll show you how.

We don't just help you coach. We help you build systems that scale, support that sticks, and clarity you can count on.

Ready to turn the chaos into calm?

[Let's rebuild your program from the inside out.]

Talk soon,
Jael

TESTIMONIAL REQUEST

Subject Line: I would love to feature your story!

Thank you for working with JL Consulting! I am honored to have supported you and would love to highlight your journey and wins as part of our client success stories.

If you're willing to take a few moments to share your experience, please complete the form below. Your insights help others discover what's possible through our work together.

Questions with an asterisk (*) are required.

CLIENT INFORMATION

Name*:

Business Name & Title (e.g., CEO, Founder, Parent, Athlete)*:

Email*:

ABOUT YOUR EXPERIENCE

How did you and Coach Jael work together?* *(Select all that apply):*

- ☐ 1:1 Coaching Private(s)
- ☐ Full Season Support Package
- ☐ Choreography Package
- ☐ Partial Routine Choreography
- ☐ Sideline Choreography
- ☐ Stunt Camp
- ☐ Cheer Camp
- ☐ Tumbling Clinic
- ☐ Trainer Development
- ☐ Business Planning & Development
- ☐ Judge Certification
- ☐ Other: _____

1. What did your business and/or athlete look like before you started working with Coach Jael? What were some of your biggest pain points?*

(Share where you started, what challenges you were facing, or goals you hoped to achieve.)

2. What are your biggest results from working with Coach Jael?*

(Specifics are powerful! You can share “aha” moments, key takeaways, or measurable outcomes like: “We mapped out my quarterly revenue streams including price points and launch plans,” or “My athlete followed Coach Jael’s action steps and improved XYZ to help the team earn a national championship.”)

3. What would you say to someone considering working with Coach Jael?*

(This is your chance to help others make the best decision for their growth.)

4. What does working with Coach Jael and being part of her community mean to you?*
(We'd love to know how the experience has impacted you on a personal or community level.)

MEDIA & SHARING

Please attach your preferred headshot using the uploading link below.*
(Optional if already on file.)

Want to share a video testimonial too?

Video stories are a powerful way to inspire others. Feel free to record using your phone or computer (horizontal/landscape mode preferred) and upload your video to Dropbox, Google Drive, or a similar platform.

Paste your video link here:

THANK YOU!

We're so grateful to share your story and celebrate your success. Your journey helps others take the leap and believe in what's possible with the right guidance and support.

With appreciation,

Jael Ward
The JL Consulting Team