



# ONLINE REPUTATION MANAGEMENT

[kimmareethompson.com](http://kimmareethompson.com)

Course ID: 17-9-3

FIRSTLY

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**THANK YOU**

FOR TAKING THE TIME

Thank you for taking the time to look closer at this [kimmareethompson.com](http://kimmareethompson.com) coaching program.

Please email us if you have any questions, we really do answer the messages that come through our contact form and we return calls.

Kimmaree loves business systems, she can help you cement your hard won industry and professional knowledge into systems that will automate your unique values, culture and practices as business processes – the foundation to keep growing your enterprise.

Please keep in touch!

**KIMMAREE THOMPSON**

Founding Director

# coaching program overview

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This is a Coaching Program for business owners and professional practitioners who want to make sure that they maintain a positive online reputation. Know what to do if small things like bad reviews happen and know what to do if they find themselves the target of trolls who are trying to destroy their business with destructive online content.

Even if you do not have an online business, your customers are online.

Your customers are online and if they are talking about your products, your services, your support ... they are talking about your business online.

For professionals marketing a service and businesses marketing products, even if your business does not maintain an online presence, the first step when most people consider buying a good or service is to Google the person or business you are thinking of buying from.

If the first thing a prospective customer sees when they Google you is a bad review, they will have that seed of doubt planted and will start looking for alternatives – or completely remove you from their choice set.

This Coaching Program is a risk management investment in your business, you can take your business or professional practice to the next level of sustainability by ensuring you have a systematised, automated, process that manages your online reputation.

This is not some tick the box manual that you will just leave on the shelf, it is a process to help you develop a strategy and a process that is deeply customised to your own business, your own clients, your own business systems.

Do the work once, then automate through systematising the process so you can confidently hand over the ongoing management of the process to your team .



# business improvement outcomes

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## **1 – Understand when your online reputation is at risk**

You will have a monitoring toolkit that will alert you when your online reputation is at risk.

You will have a detailed understanding of just how important your online reputation is to your business sustainability.

## **2 – Reputation Status in 5 Easy Steps**

The 5 steps to determining the status of your online reputation, including how to find undetected comments and bad reviews.

How to automate the ongoing monitoring of your online reputation.

## **3 – Build your own, online reputation management strategy**

You will be able to create an Online Reputation Management Strategy that is customised for your target market, including how to create content that speaks directly to your tribe.

## **4 – Systematise & automate your ORM strategy**

How to automate and systematise your online reputation management strategy, ensuring that you will be able to implement your strategy through other people, confidently delegate the ongoing process to your team.

## **5 – Damage Control Tools**

Strategies for minimising and counteracting negative online publicity.

#Fail survival tips, what to do if something happens and you find yourself smack in the middle of an online crisis.

# coaching program options

This Coaching Program is offered in 4 modes, pricing that will work for any business founder, professional practitioner, even NGO executive or government manager with responsibility for online reputation management. Participants in ANY ORM Coaching Program can always purchase additional Individual Coaching support.


The four coaching options are Self-paced online coaching, online live group coaching, Online individual coaching and Personal customised business systems consulting and coaching.

The details for each option are ...

**AUD\$180.00 |**

## **Self-paced online coaching**

This option is for business founders and practitioners who are just starting out or need to get started immediately – urgently get in control of their online reputation. The online coaching program resources include pre-recorded coaching session video's and step-by-step activities to help you analyse your current online reputation management status, deal with the negative content, maximise the positive online content and systematise your processes so that you can automate the ongoing strategy implementation to your team or freelancers. With this option you can start your ORM journey immediately, you get immediate access to the ORM Program, including worksheets to help you with each activity. The program includes 4 pre-recorded Coaching Sessions (average 17min each) and 6 application activity worksheets.



**AUD\$250.00 |**

### **Online Group Coaching**

Includes 5x group live online coaching sessions + the online ORM Program materials. Business founders, senior managers and professional practitioners who prefer to learn the material live, over working exclusively with the online materials this is the Coaching Method program for you. In addition to learning the coaching content live, participants will have the opportunity to ask questions and raise specific issues directly with their ORM Coach. There is no guarantee that every specific question will be answered during the online coaching sessions, as they are group coaching sessions, the coach will prioritise addressing the issues the Group define as major themes and then if there is time the coach will address individual coaching questions that affect individuals but not shared by the group. This is the most cost effective option for business founders and practitioners who prefer to learn live and be able to ask questions about content and how to customise the learning to their particular business and industry. This pricing includes 4x 45-min to an hour group online coaching sessions. 1x Follow-up shorter session + 6-months access to the online ORM Coaching Program materials.

All online Group Coaching Sessions are scheduled for 12.30 mid-day Australian Eastern Time (Sydney) the online recorded session is made available online for people who can't attend live.

Delivery: online in a private conference room – access via a web browser and/or via the local phone number (Capital City number) or voip dial-in.



**AUD\$600.00 |**

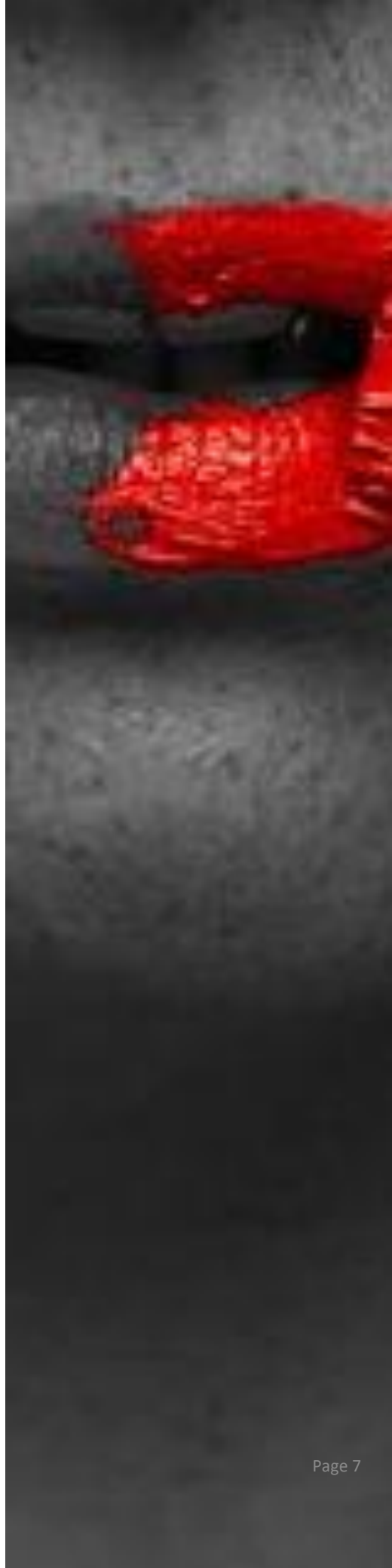
**Online individual coaching program**

Includes 3x individual live online coaching sessions + the online ORM Program materials. For business founders, senior managers and professional practitioners who are willing to work independently with the online recorded materials but want to ensure they get a deliverable that is highly customised to their business and industry. If you do not have the time to sit through the Group Coaching that may not be directly related to your business or your industry. If you would prefer highly targeted technical support focused exclusively on your business issues and challenges. This pricing includes 3x 30-min personal online coaching sessions and 18-months access to the online ORM Coaching Program materials.

**\$POA |**

**For the business founder at a critical growth junction – personal consulting and business system coaching**

This option is a highly customised consulting and coaching process of 5 – 10 personal sessions + 18-months access to the online ORM Coaching Program resources for the whole management team. Please book a time to discuss this highly-customised option.



# just a bit more ...

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## **Who will benefit from this Coaching**

Business founders, professional practitioners and even senior executives in government or NGO's who have online reputation management accountabilities.

## **Online Resources Activation Period**

### *Group Coaching Webinar Participants*

6-months Access to the online ORM Coaching resources – the access period can be upgraded to 18-months (an additional 12-months) for AUD\$65.00

### *Self-paced Coaching and Online Individual Coaching*

18-months Access to the online ORM Coaching resources via the [kimmareethompson.com](http://kimmareethompson.com) Dashboard.

## **Additional Support**

Participants in ANY ORM Coaching Program can always purchase additional Individual Coaching support

<http://kimmareethompson.com/downloads/online-coaching-session/>

## **Downloads**

52-page Manual & Workbook

6 Application Activity Worksheet Downloads

(includes 1 x Microsoft Excel Spreadsheet

for Online Content Scheduling)

if you would like to  
explore customised  
coaching or business  
system performance  
improvement  
consulting call to book  
an appointment with  
Kimmaree

SANAS International  
reception

+61 (2) 8188 1981

or email

[office@kimmareethompson.com](mailto:office@kimmareethompson.com)





telephone: +61 (2) 8188 1981

eMail: [office@kimmareethompson.com](mailto:office@kimmareethompson.com)

web: [www.kimmareethompson.com](http://www.kimmareethompson.com)

8 Banksia Drive  
Byron Bay NSW 2481

65 York Street, Sydney. NSW 2000