



• Company profile · 2026

How we help coaches own a brand clients **trust** **at first glance.**

A short guide to what holds coaching businesses back online, and how our complete brand system of brand, website, LinkedIn and content helps you grow.

For coaches in the USA & Canada

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**Sabbir Hossien**

Founder & Lead Designer, DesignMingle

• Founder's message

Coaching is moving faster than ever. Your brand has to keep pace.

In the age of AI, information is free and instant. Anyone can generate a programme outline, a LinkedIn post or a website in minutes, and prospects now discover coaches through search, LinkedIn feeds and AI assistants long before they meet them in a session.

That changes what clients are buying. When answers are everywhere, they pay for trust: a real person with real experience, whose story is clear and whose presence feels established. The coaches who grow will be the ones who make that experience visible, consistently, wherever they are found.

That is why DesignMingle works only with coaches. We start with your story, sketch ideas by hand instead of reaching for templates, and design your brand, website, LinkedIn and content as one system, built to be found by Google and AI search and to turn attention into booked calls.

Technology will keep moving fast. Let your brand help you move with it.

• Who we help

Experienced coaches. An online presence that **hasn't caught up.**

You bring decades of real-world leadership, corporate or clinical experience. Clients who meet you trust you. The challenge is everyone who finds you online first.

Coaches 40+

Executive, leadership, career, life and wellbeing coaches.

USA & Canada

Calls in your business hours, everything handled remotely.

Just starting out

Launching a practice after a first career.

Already established

Growing a practice that has outgrown its brand.





- The problem

You're excellent at coaching. Online, **nobody can tell.**

Before anyone books a call, they check your LinkedIn and your website. In a few minutes they decide whether you look credible, clear and right for them.

When your online presence looks newer than your experience, the right clients quietly choose someone else, often a coach with less experience but a stronger brand.

- Why coaches get stuck

Five gaps that keep good coaches invisible.

We see the same pattern in almost every coaching business that has plateaued.

01

An unclear message

"I help people reach their potential" doesn't tell a prospect it's for them.

02

A DIY brand

Template logos and mismatched colours make an experienced coach look new.

03

A website that doesn't convert

Visitors arrive, read and leave. There's no clear offer and no obvious next step.

04

LinkedIn reads like a CV

An old job title and a default banner, where prospects check you first.

05

No time for content

Hours in Canva for one post, so visibility drops when client work gets busy.

- The cost of staying stuck

It isn't just a design problem. It's a **growth** problem.

Most coaches don't notice the cost, because it shows up as clients who never reach out.



- **Relying on referrals only**

Growth depends on who you already know, so months can pass without a new enquiry.

- **Charging less than you're worth**

A brand that looks small makes premium fees harder to justify.

- **Losing to less experienced coaches**

Prospects pick the coach who looks more established, not the one with more experience.

- **Rebuilding piece by piece**

A freelancer for the logo, another for the website, a template for LinkedIn. Nothing matches.

- **Evenings spent on design**

Time that should go to clients, programmes and rest goes into Canva and website builders.

• Our solution

One team. One brand system. Built to win clients.

We design your complete coaching brand together, so your brand, website, LinkedIn and content tell the same clear story, and every touchpoint leads to a booked call.

✓ Clear positioning & message

✓ A brand that looks established

✓ A website built to book calls

✓ LinkedIn that brings clients to you



• What we do

Everything your coaching brand needs, **under one roof.**



Logo & branding

Hand-sketched logo ideas, colours, typography and a complete brand guide.



Coaching website design & redesign

Strategy-first websites on Framer, Squarespace or Wix with one clear path to a call.



LinkedIn profile optimization

Headshot, branded banner, headline, About and Featured cards that convert.



Content design

Carousels, infographics, one-pagers and regular posts in your brand.



Funnels & lead magnets

Landing pages, e-books and booking flows that turn interest into calls.



Short-form video

Captioned, on-brand reels and podcast clips that grow your audience.

• How we work

A clear process, from first call to launch.

Most projects launch in two to three weeks.
You're involved at every step.

01

Discovery call

A free 30-minute call to understand your coaching, your ideal clients and where your brand stands today.

02

Strategy & scope

We define your positioning, agree the right scope and confirm a fixed quote and delivery date.

03

Design & build

We design, share progress and refine with you through structured, easy reviews.

04

Launch & grow

We launch, show you how to make simple updates yourself and stay on hand as you grow.



• About us • Let's talk

A design studio focused only on coaches.

For more than five years we've helped coaches look as credible online as they are in the room, across the USA, Canada, the UK, Australia, the UAE, India, Singapore and Germany.

45+

coaches served

8

countries

5+

years designing for
coaches

100%

focused on coaching

Book a free 30-minute strategy call



Book a call

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