



**ART OF COACHING PODCAST™ EPISODE 155  
KELSEY AND DENNIS HEENAN: STANDING OUT WITHOUT SELLING OUT**

Is it common for people to have a personal brand on social media (or another platform) in your profession? Do you have one? Describe your feelings/opinion toward having a personal brand and/or individuals scaling their message.

Have you leveraged a hardship in your life to clarify your purpose? If so, describe. If not, describe a hardship you've encountered and what you've learned from it or how it's changed your day to day life.

What does salesy or schemey marketing look like to you? List brands or people that appear this way below. What is it about them or their presentation that doesn't resonate with you?



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**Brett, Kelsey and Dennis talk about the importance of finding the medium that works for YOU. Brett prefers Instagram over others and admits he doesn't enjoy blogging. What's your preferred medium or way of sharing information?**

**Do you think social media is the most effective way to scale a message in 2021? Why or why not?**

**What is your ideal life and what does that look like / how do you get there?**



## Art of Coaching Podcast™

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### ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



**Art of Coaching Podcast™**  
**[info@artofcoaching.com](mailto:info@artofcoaching.com)**



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