JORDAN CARROLL

FREEDOM | FLEXIBILITY | FULFILLMENT

THE REMOTE JOB COACH
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The Remote Job Coach was created by Jordan Carroll who has worked remotely and travelled internationally for several years. He developed a simple process to successfully find and compete for coveted remote job opportunities and now trains his clients to use his unique system.

The Remote Job Coach provides one-on-one coaching, group coaching and invaluable tools, support and critique to guide high-performing individuals to build their dream of working remotely.

He is a member of the Forbes Coaches Council, an invitation-only organization of successful business and career coaches.

PURPOSE

The Remote Job Coach helps high performers learn a system for landing remote jobs that will provide freedom, flexibility and fulfillment in their lives.

VISION

Our vision is to help more people live the dream of remote work, working when and where they want, with improved work/life balance.

MISSION

Our mission is to help job seekers find their strengths, identify their ideal work and lifestyle, then find and and compete for remote job opportunities that can help them live their dreams.

VALUES

In support and pursuit of our purpose, vision and mission, The Remote Job Coach is built on these values:

Freedom. Teach clients a system to find legitimate remote job opportunities that can give them the freedom to work when and where they want, and how to network and rise above competitors to win the offer.

Flexibility. Coach clients to create their dream remote work life that allows the flexibility to work from home, live where they want or travel around the world, setting their own hours.

Fulfillment. Guide clients to identify their interests, skills and strengths so they can find work they're passionate about.

Support. Build a community of remote workers and digital nomads who can network and cheer each other on.

Your brand voice humanizes your brand and helps you communicate consistently through all content.

When people interact with The Remote Job Coach, they should feel:

- The rush of adrenaline and motivation that creates action

- Their ideal lifestyle is possible if they are willing to work for it

- Trust in the brand and the system, that it feels real and authentic, especially in an industry where many people seem to be selling snake oil

What adjectives do I use to describe my brand?
Free, transparent, authentic, fun, flexible, introspective, philosophic, multi-lingual, adventurous, outspoken, healthy, flourishing, fulfilled, dynamic, encouraging, real, deep, premium

Similar brand voices

Austin Belcak

Madeleine Mann

Darren Murph

If my brand was a celebrity, who would it be?

Tim Ferriss

How do I want to talk about myself and The Remote Job Coach brand?

- Speak with humility and self-awareness

- Relate to my audience, not portraying my life as "better," but it's the best life for me

- Inspire them by speaking my truths

What does our competition sound like?

- Competitors come across very tactical and cheap

- Rather than looking at the big picture, they focus on formulaic resume templates that don't identify and address the root of the problems remote job seekers encounter

- They don't provide customized support, instead selling cheap ebooks with no personal guidance

Our brand is NOT:

- Know-it-all, patronizing or condescending

- Cookie cutter or one-size-fits-all

- Cheap

- A silver bullet that gives results without work or commitment

PRIMARY

PHOTO INSET

NAME/TAGLINE LOCKUP - HORIZONTAL

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FREEDOM | FLEXIBILITY | FULFILLMENT

NAME/TAGLINE LOCKUP - VERTICAL

JORDAN CARROLL
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NAME/TAGLINE LOCKUPS FOR USE ON DARK BACKGROUNDS

JORDAN CARROLL
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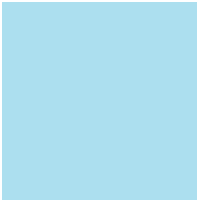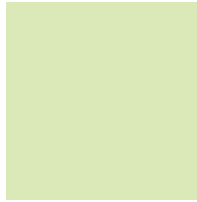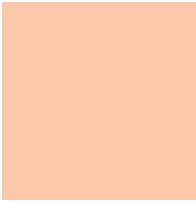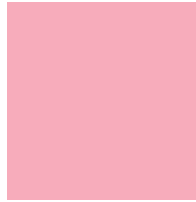
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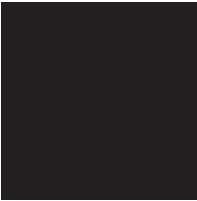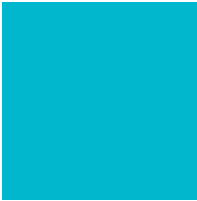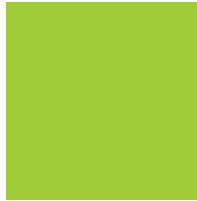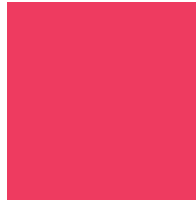
LOGO VARIATION

For limited use in horizontal applications like social channel headers
Must be used on light, solid color backgrounds or simple photo backgrounds

PRIMARY

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0C 60M 80Y 0K #f58345	0C 90M 50Y 0K #ff3d60

0C 0M 0Y 25K #c7c8ca	30C 0M 5Y 0K #aeecf8b	15C 0M 35Y 0K #e2f5b8

0C 25M 30Y 0K #ffccae	0C 40M 10Y 0K #f7acbc

Bebas Neue Pro

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Bebas Neue Pro Bold

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Lemon Tuesday

AaBbCc123
Lemon Tuesday Regular

MICROBREW THREE

AABBCC123
MICROBREW THREE REGULAR

MICROBREW THREE 3D

AABBCC123
MICROBREW THREE 3D REGULAR

HEADER/TITLES

PREFERRED
Bebas Neue Pro Bold
All caps on strong color bar

THE REMOTE JOB COACH

THE REMOTE JOB COACH

THE REMOTE JOB COACH

BODY COPY

Proxima Nova regular on
solid backgrounds

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Proxima Nova semibold on
photo backgrounds

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DISPLAY TYPE

For limited use as a special accent header or subhead. Choose only one of these three fonts per project.

Not to be used for body copy or at sizes smaller than 16-18 points.

Lemon Tuesday

5 Tips for working remotely in *Paradise*

MICROBREW THREE

THREE LESSONS
From a Month in Peru

MICROBREW THREE 3D

30
LIFE LESSONS
You Should Know

JORDAN

You are the face for your brand, so dynamic and personable images of you make up an important part of your brand visuals. Your style, clothing choices and personality need to reflect your brand colors and keywords. Photos in exotic settings create the desire for remote work lifestyle and show you walk the walk.

Primary image associated with the brand, including photo inset logo

EXOTIC LOCALES

Photos and background images of exotic places communicate the dream lifestyle of remote work that allows the freedom to live anywhere or travel around the globe. It's especially effective to include places you've personally lived or traveled to and should be a consideration when you're filming videos.

BACKGROUNDS

Natural elements and abstract backgrounds in the brand colors.