



**A COMPANION WORKBOOK
FOR THE LEGACY CROWN COLLECTION™ TRAINING SERIES**

Pageant Coaching 101: Understanding the World
of Pageant Coaching & Strategic Marketing for
Queens

WWW.CRE8TIVEHQ.COM

BEFORE WE START... READ THIS FIRST!

Welcome Queen,
This workbook is designed to help
you get the most out of the
Pageant Coaching 101 webinar.

You'll learn the difference
between pageant coaching types,
how to choose the right coach,
and **why** *strategic pageant
marketing coaching* is essential in
today's digital pageant era.



IF YOU GO
ALL IN WITH
THIS
PLANNER, IT
COULD
CHANGE
YOUR
LEGACY.

Use the prompts, worksheets,
and reflection areas to gain
clarity on your goals, your brand,
and the type of support you
need to shine on and off the
stage.

Your journey to a **Buzz-Worthy™**
crown starts here.

— Trena





WHAT IS PAGEANT COACHING?

Pageant coaching is personalized guidance that helps contestants improve skills, build confidence, and prepare strategically to compete at their highest potential.

Most coaches support **Queens** in areas such as:

- Interview preparation
- Platform development
- On-stage performance
- Wardrobe & styling
- Talent coaching
- Modeling & walking
- Branding & social media presence
- Pageant paperwork & bio development

PAGEANT COACHING = SKILL + STRATEGY + STORYTELLING + CONFIDENCE

DEEP DIVE

WHY ARE YOU COMPETING IN PAGEANTRY? (YOUR WHY)

WHAT AREAS DO YOU FEEL CONFIDENT IN?

WHAT AREAS DO YOU WANT TO IMPROVE?

WHAT HAS BEEN YOUR BIGGEST CHALLENGE IN PAGEANTRY SO FAR?



7 TYPES OF PAGEANT COACHES



INTERVIEW COACHES
WALKING & MODELING COACHES
TALENT COACHES
WARDROBE & STYLE COACHES
PAPERWORK/BIO COACHES
SOCIAL MEDIA & BRANDING COACHES (NICHE!)
STRATEGIC PAGEANT MARKETING COACHES



Interview Coaches

Focus on: communication skills, clarity, confidence, panel interviews, personal story mastery.

Walking & Modeling Coaches

Focus on: stage presence, runway, posing, transitions, poise.

Talent Coaches

For systems requiring talent: choreography, skill development, stage performance.

Wardrobe & Style Coaches

Help select competition outfits, color analysis, personal image alignment.

Paperwork/Bio Coaches

Help craft paperwork, platform statements, resumes, and judge-ready materials.

* If you need specialized coaching in areas such as walking/modeling, wardrobe & personal style, or paperwork/bio development, I have a curated list of trusted, preferred coaches who excel in these specific fields. Just let me know what you're looking for, and I'll be happy to connect you with the right expert.

Social Media & Branding Coaches
Focus on digital presence, brand consistency, creating a recognizable queen identity.

Strategic Pageant Marketing Coaches

This is where Cre8tive Agency shines:
Digital branding
Platform storytelling
Social media strategy
Audience building
Judge visibility
Marketing your message like a brand

This type of coaching is **rare**—
and **highly needed**.


CRE  **TIVE**
Buzz-Worthy Marketing Solutions Fit for a Queen
www.cre8tivehq.com



IMPORTANT?

IDENTIFY YOUR COACHING NEEDS
RATE EACH CATEGORY 1-5 BASED ON
HOW MUCH COACHING YOU THINK
YOU NEED:

1 = VERY CONFIDENT, 5 = I NEED MAJOR SUPPORT

- INTERVIEW
- WALKING/MODELING
- ON-STAGE PRESENCE
- TALENT
- WARDROBE/STYLING
- SOCIAL MEDIA BRANDING
- PLATFORM DEVELOPMENT
- SELF-CONFIDENCE
- PAPERWORK/BIO CREATION

BASED ON YOUR SCORES, WHERE DO
YOU NEED THE MOST HELP?

WHAT TYPE OF COACH ALIGNS WITH
YOUR GOALS?

WHAT IS STRATEGIC PAGEANT MARKETING COACHING?

A ***Strategic Pageant Marketing Coach*** helps you create a recognizable, cohesive personal brand so judges, directors, and the public remember you instantly.

This type of coaching includes:

- ✓ Personal brand development
- ✓ Platform clarity + messaging
- ✓ Social media strategy for contestants
- ✓ Online storytelling
- ✓ Content creation that elevates your pageant brand
- ✓ Visual identity (colors, fonts, aesthetic)
- ✓ Digital presence that aligns with the crown you want
- ✓ Marketing your platform as a movement, not a hobby

THIS COACHING IS ESSENTIAL IN THE MODERN PAGEANT WORLD.

YOUR PAGEANT BRAND STARTER

1. My platform or *legacy* is:
2. My brand message or mission statement:
3. Three words I want people to describe me as:
4. My “signature look” includes:
(colors, styles, themes)
5. What makes *my* story powerful?

SOCIAL MEDIA AUDIT STARTER (Fill-In Page)

Instagram Handle:

TikTok Handle:

Facebook Handle:

Evaluate your feed:

- My branding is consistent
- My bio clearly says who I am
- My posts reflect my platform
- My colors and content are cohesive
- I post consistently
- My captions tell my story
- I look like a titleholder in my photos

What do you need to improve most?



CROWN CLARITY CHECKLIST

Tick every item



I know my pageant "why."

My platform is clear and meaningful.

My branding feels aligned with who I am.

I have a plan for my social media presence.

I know the type of coaching I need.

I feel ready to take the next step toward pageant success.



About Your Coach — Trena J. Myers



- Ms. Elite United USA 2024/2025
- Mentored over 10,000
- Legacy Maker Academy Master Coach
- MBA (Marketing)
- Numerous Social Media Awards

👑 Trena J. Myers is the Founder and CEO of **Cre8tive Agency**, a boutique strategic marketing and branding agency known for helping entrepreneurs and **pageant titleholders** build **powerful, purpose-driven** brands. With over **30 years** of combined experience in marketing, digital strategy, and the pageant industry, Trena blends professional expertise with lived experience as **Ms. Elite United USA** to help clients elevate their presence on stage and online.

Her unique approach—rooted in strategic storytelling, platform development, and social media mastery—has guided countless **queens** toward *confidence, clarity, and crown-worthy visibility*.

Through **The Legacy Crown Collection™**, Trena empowers contestants at every level with tools, coaching, and brand strategy that make them truly Buzz-Worthy™.

Ready to Step Into Your Legacy Crown?

Join my signature coaching program and get pageant-prepared from the inside out.

- 👉 VIP Coaching
- 👉 Branding & Social Media Coaching
- 👉 Platform Development
- 👉 Pageant Retreats
- 👉 Digital Tools & Webinars

Book your discovery call!

[Schedule](#)

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[Webinar](#)



**THE
LEGACY CROWN
COLLECTION**TM