

Messaging/Ideal Client Worksheet:

Who do you help & how do you help them?

It is incredibly important that you are clear on who specifically you help & how you help them. As a coach & service provider, you help people go from specific problems to specific issues.

Your coaching & service is just a vehicle for that transformation.

The more narrow you can get on who you help & how you help them, the more your dream client will be magnetized to YOU as their solution over any coach on the internet because you are speaking DIRECTLY to their very specific struggles & very specific desired outcomes.

It is not enough to just be “a fitness coach” or “a relationship coach” or “a business coach”.

Examples:

-A fitness & weight loss coach helping Moms rehab their strength after having a baby & losing the “baby belly” is very different from a fitness coach helping a Dad in his 30s put on 15lbs of muscle & lose the “Dad bod”.

-A relationship coach helping women in their 40 & 50s find love again after divorce is very different from a relationship coach helping married couples on the edge divorce fall back in love again and save their marriage.

-A business coach helping online coaches make their first \$100K by selling programs online through social media is very different from a business coach helping 7-figure online business owners 5x their lead gen through Facebook ads & website SEO.

GAINING CLARITY:

What is a problem that you’ve solved for yourself? What is a problem that you have experience in? Who is that target group you most love to serve? Pick 1. What is the point A to point B transformation? The more specific & narrow you can go the better, because the specificity will magnetize your TRUE dream client!

Getting clear on the messaging:

You need to know your dream client on a deep psychographic level. What are their **specific** *known* frustrations? What are their **specific** desires? What current *wrong actions* are they taking that are preventing them from reaching their goal(s)? You’re going to get to know your ideal client on a deep level by journaling “a day in their life” below.

JOURNAL A DAY IN THE LIFE OF YOUR DREAM CLIENT BELOW:

Start from the moment they wake up to the moment they go to sleep. Write down what they’re doing (wrong actions). Write down how they’re feeling (struggles) as they go through their day. Then write down how their life would look different if they were on the other side of that transformation (their desired result). Do a typical day (and a weekend day if that’s relevant).

5am:

6am:
7am:
8am:
9am:
10am:
11am:
12pm:
1pm:
2pm:
3pm:
4pm:
5pm:
6pm:
7pm:
8pm:
9pm:
10pm:
11pm:
12am:

Go through this & highlight in 1 color:

What are their **specific *known* struggles/frustrations** that are irritating them throughout the day? Make a specific list.

Go through this & highlight in 1 color:

What **wrong actions** do YOU know as the coach that your ideal client is taking? (You will use this to help make your ideal client *problem aware* in content), so you can then pitch your coaching as the solution.

Go through this & highlight in 1 color:

If they could wave a magic wand, how would all of these moments *look different* throughout their day? What would it **look like if their deepest desires could come true?**