

Session 1: Vision Statement and Personas

The goals of this session will be to sharpen your own description of who you are and what you do, as well as start building out the personas of your ideal client(s).

Questions used to fully understand our clients:

1. What are the basic demographics of the target you hope to serve? (age, gender, life stage, career focus, etc)
2. What are some of the main reasons that your clients will hire a coach?
3. What are some of their hopes for the process? Fears?
4. How does your target audience spend their money?
5. How do they spend their time?
6. How do they consume news?
7. What types of entertainment do they enjoy?
8. What are some of the societal and relational pressures that they face?

Once you have fully processed through those questions, you can start to formalize a few personas. These are simply sample clients that you can keep in mind as you develop your marketing and branding. They can be as formalized or as loose as you want, but keep in mind that it can be really valuable to put the time into formalizing.

I'll put a sample persona for my own coaching practice below.

Gwen

Gwen is a 32-year-old that owns a small medical billing practice. She opened her own company two years ago and worked as a freelance medical biller for 6 years prior to that. While Gwen has enjoyed the flexibility and initiative that she has as a business owner, she has found herself in a difficult spot lately. She recently increased from two contract employees to four full-time employees. She is increasingly waking up before her alarm with worries about completing her payroll process on time, whether or not her clients will pay their bills on time and whether her employees are careful with the medical data that they have access too. The business is busier than ever and she feels like she should be enjoying the extra income and success, but she can't seem to relax. She spends much of her time at work distractedly switching between screens and rarely feels like she uses her time well.

Gwen has been married for four years and has one small son. Adding to her stress is the feeling that she should be more engaged as a mom. When she is with her son, she is worried about work. When she is at work, she is worried about her son. She is increasingly feeling frazzled, disconnected and frustrated.

Gwen is not a real person and is not a representation of any of my clients. I simply pulled together a story that helps me personalize my messaging. Instead of writing to a blank space, I am writing web copy to Gwen and my other personas.