

[Link to Target market Research](#)

Context: The prospect offers various forms of coaching: life coaching, career coaching, and organizational coaching. However, her website does not describe all the types of coaching she offers.

My goal with the Free Value is to make her website stand out by highlighting the common pains she can solve for potential clients. This way, potential clients could immediately see the problems she could fix for them. And hopefully think, "This is where I need to be."

SL: Distinguish Company from the competition

Dear Kim,

One of the strengths that sets a company apart from the abundance of coaches is the wide range of coaching forms and various recognized certifications.

I would like to assist you in further distinguishing companies within the coaching landscape. I am seeking collaboration with companies that are genuinely committed to aiding those in need of their services. The impression I get from your company is that you provide high-quality coaching and genuinely assist people with the challenges they face.

With the aim of increasing the likelihood that future clients consciously choose the company, I have created a revised version of the homepage. This customized version enables potential clients to immediately recognize themselves in the issues that you can help them address.

To provide you with a clear picture of my ideas, I have included a section of the rewritten homepage at the bottom of this email.

I look forward to hearing your thoughts. Would you like to let me know what you think?

Kind regards,

Original website Headline: "It takes courage to become who you truly are."

Start of my Free value:

My Subheadline: **The kickstart to personal growth begins here.**

Do you recognize any of these challenges?

- Are you stuck in negative patterns at work or in your personal life?
- Do you continue to struggle to achieve your personal goals?
- Are you overwhelmed by responsibilities and seem to be at a standstill?
- Do you find that your mindset limits you or are you unsure of what you truly want?
- Do you feel that you're shortchanging yourself and not fully harnessing your potential?

The company offers professional coaching, training, and testing in the realms of life, career, and organizational matters. Our programs are designed to enhance your personal and professional well-being and development.

What sets us apart? Your success is our mission, and we have a proven approach that makes a difference:

Our Unique Advantages:

✓ Experienced and qualified coaches: Our professional coaches are affiliated with NOBCO/EMCC, underscoring our commitment to high professional standards.

✓ A personalized approach: Your journey is unique. We listen to your needs and tailor our approach accordingly, providing a personalized experience.

END of Free value