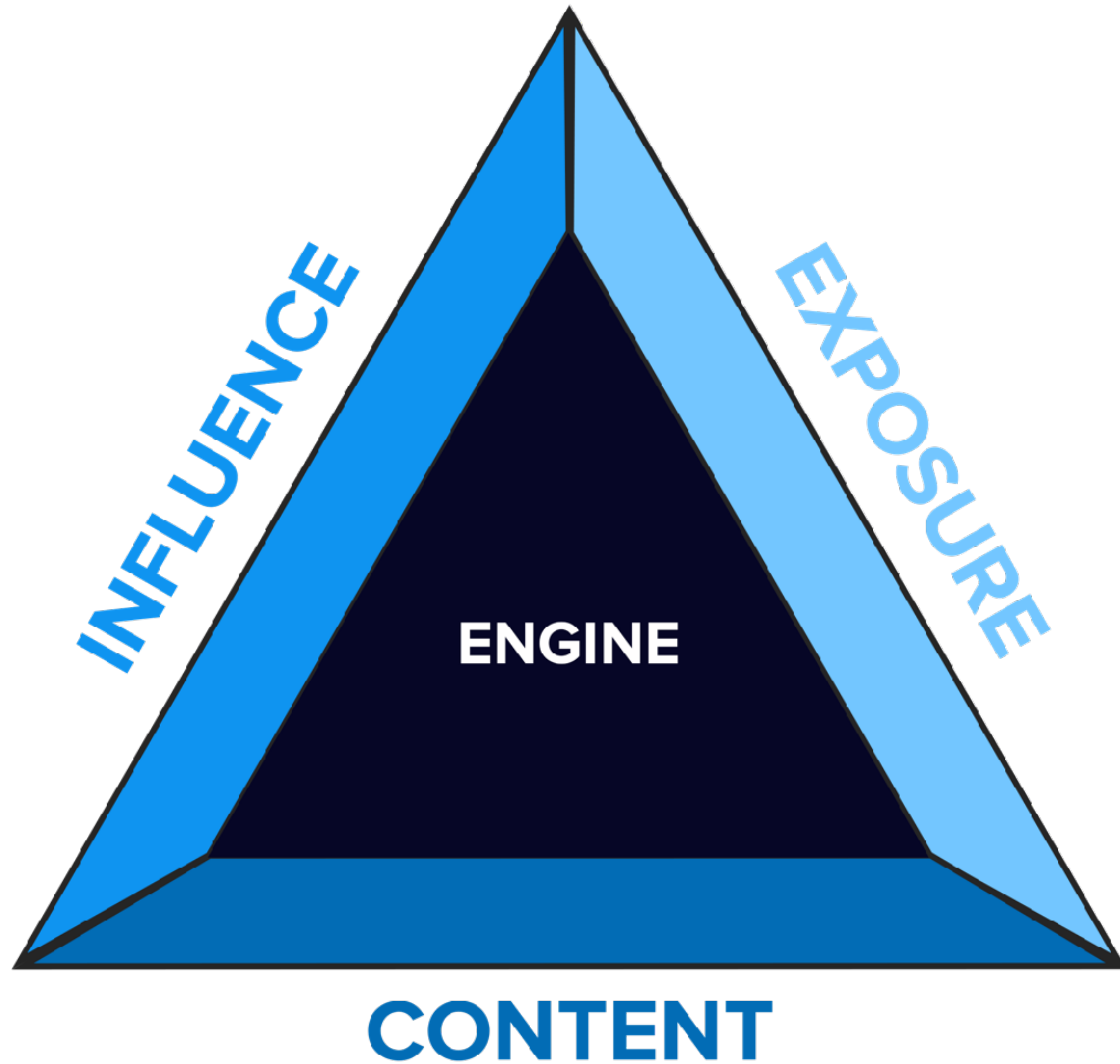
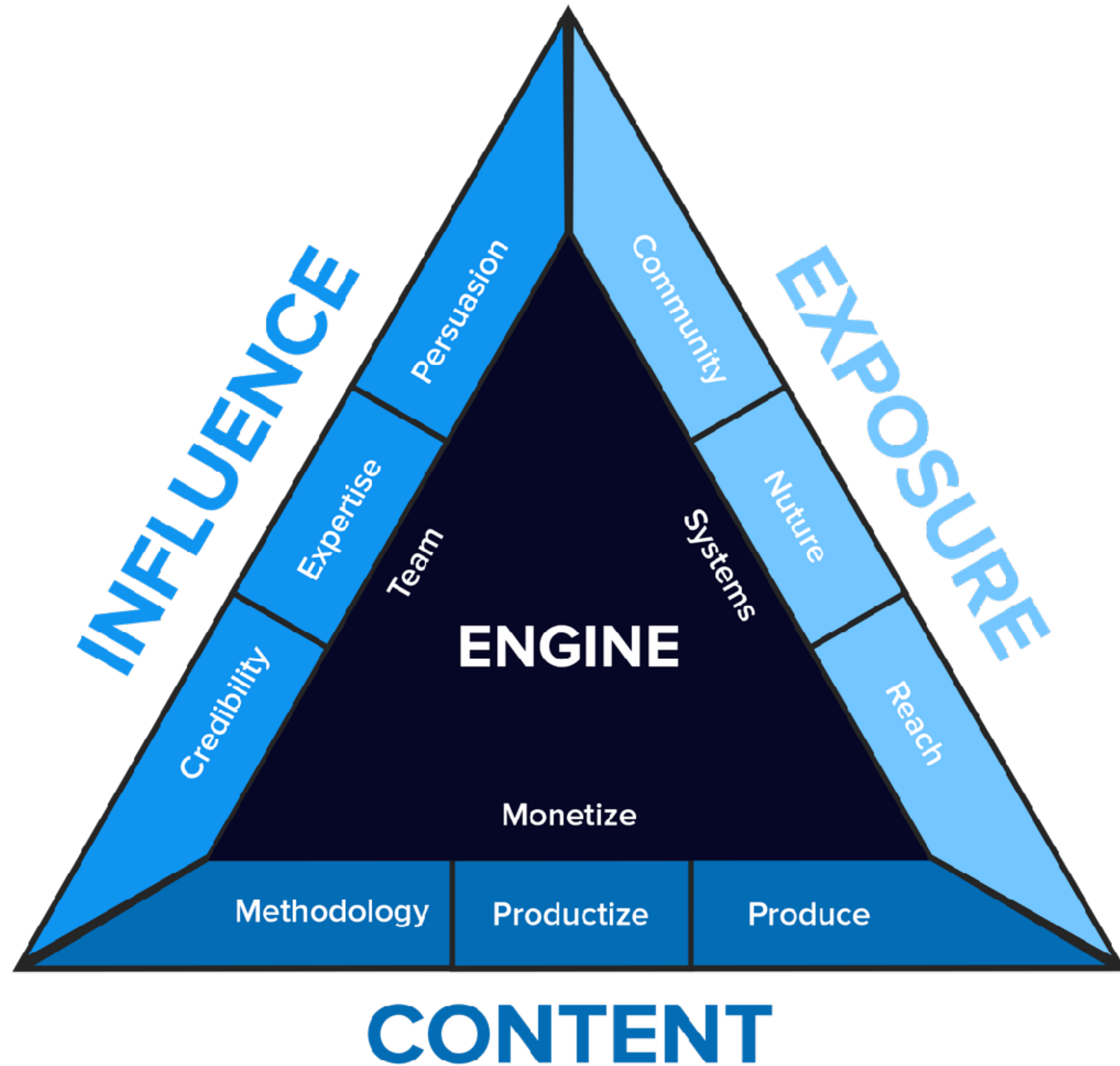


DAY 1





WITH HEART // IDEAL CLIENT

Ideal Coaching Client

Ideal Coaching Client

Levels of Awareness
Demographics & Psychographics
Current Reality

PERSUASION

“Strategic Communication”

Strategic communication isn't about you clearly articulating what you want to say, so people understand you.

It's about communicating in a way where the person receiving your message feels understood.

Clients don't hire you because they understand what you do.
They hire you because they feel understood

WITH HEART // IDEAL CLIENT

How?

Articulate and explain their pains,
challenges, frustrations, fears, wants,
desires, goals, and ambitions...

Better than they can.

Unaware

Have the problem/symptom but don't quite know it yet - could even just accept it as "that's just the way it is".

Aware

People aware of the symptom/problem, though still unsure on a solution or if it's even big enough to warrant action.

Seeking

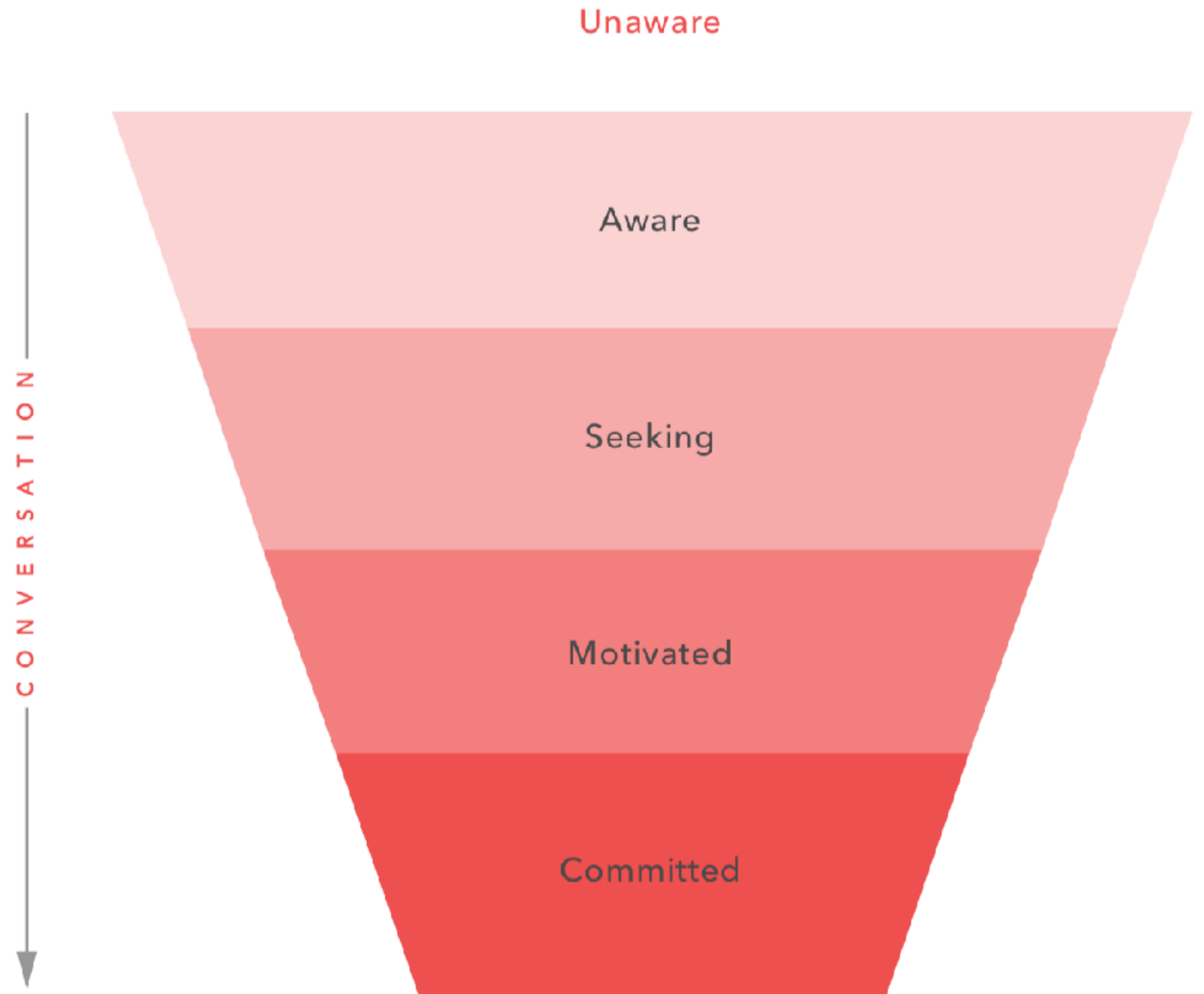
Aware of the problem/symptom and actively seeking information on it, not yet fully committed to a solution

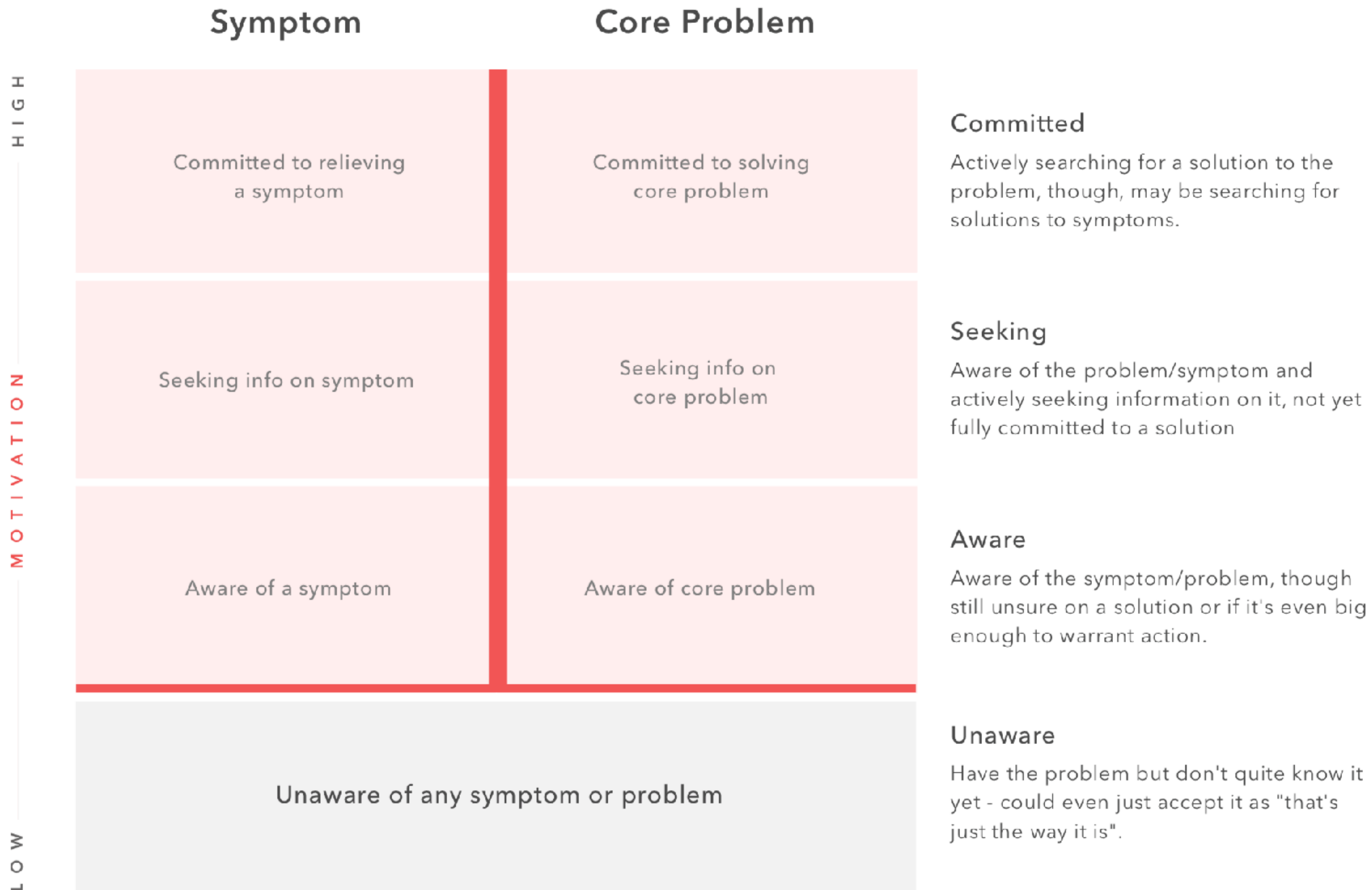
Motivated

People eager to resolve the problem/symptom. They are most likely trying to get results on their own with casual effort/input.

Committed

Actively searching for a solution to the problem, though, may be searching for solutions to symptoms.





CREATING STRATEGIC COMMUNICATION

This entire process is solely based on being extremely empathetic with your ideal client, imagining the conversations in their mind, and capturing that language.

MESSAGING & COPYWRITING

Understand, vividly, who your target customer is...
what motivates them and prevents them from
taking action.

Demographics & Psychographics

Demographics

Statistics that describe general characteristics about groups of human populations.

Demographics

EXAMPLES:

- **Location** - City, State, Region
- **Age**
- **Economic Status** - Income, wealth, spending, etc.
- **Race & Ethnicity** - Culture, Language, etc.
- **Sex/Gender** - Men, Women, Non-binary, LGBTQ+
- **Education** - High School, College, Masters, Certification
- **Marital Status** - Single, Married, Divorced, Widowed

Psychographics

The study and classification of people according to their attitudes, aspirations, and other psychological criteria

Psychographics

EXAMPLES:

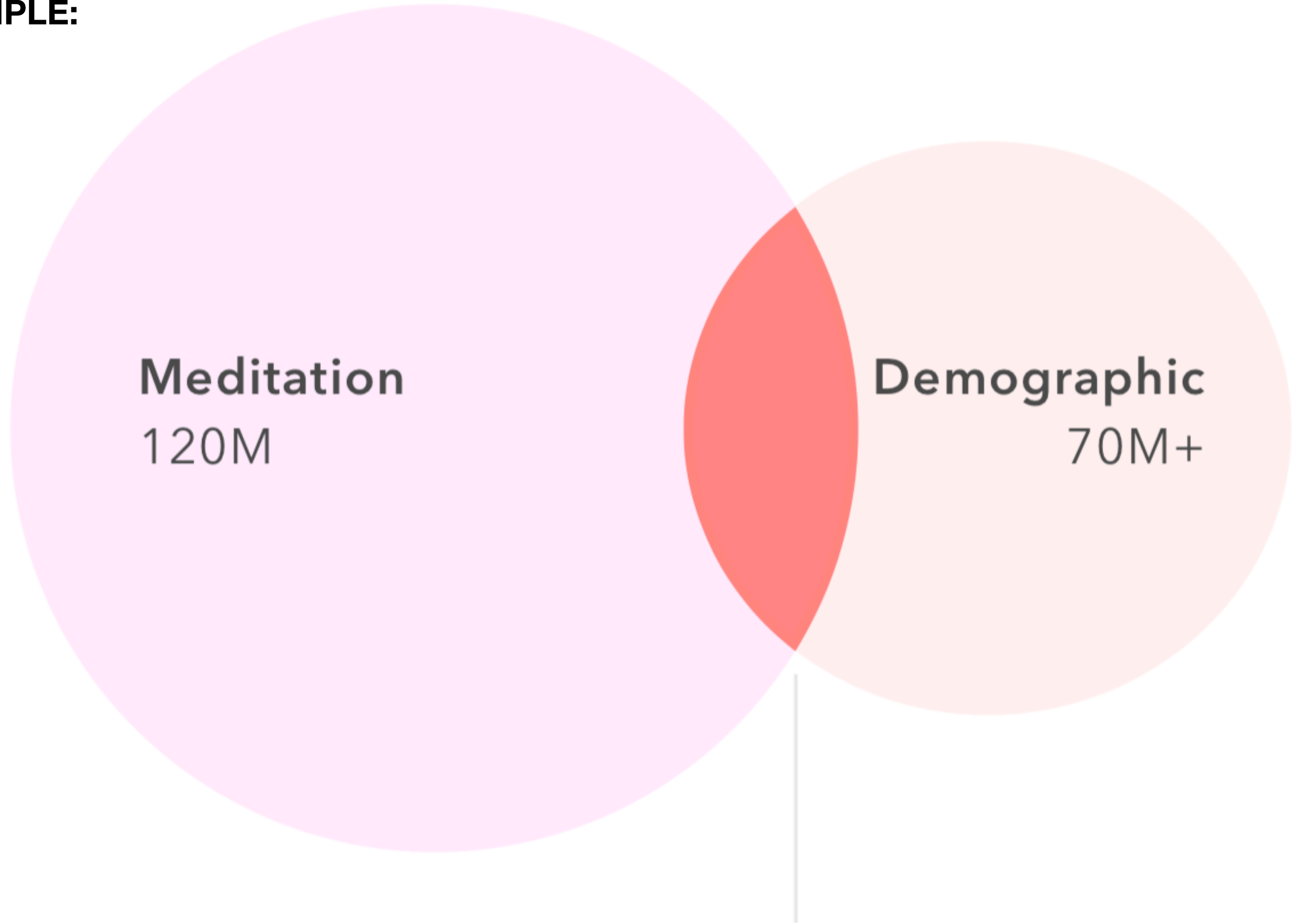
- **Personalities** - Analytical, spontaneous, caring, driven
- **Lifestyle** - Food, travel, social, routines, habits, inclinations
- **Interests** - Topics, passions, content consumption
- **Activities** - Hobbies, spend money, pastimes
- **Attitudes/Beliefs** - Mindset, thoughts, feelings, opinions
- **Values** - Environment, efficiency, relationships, community, security, control, status, fulfillment, enlightenment, freedom

Combine Demographics & Psychographics

INFLUENCE // PERSUASION



EXAMPLE:



INFLUENCE // PERSUASION

MESSAGING & COPYWRITING

MESSAGING & COPYWRITING

Understand, vividly, who your target customer is...
what motivates them?
what prevents them from taking action?

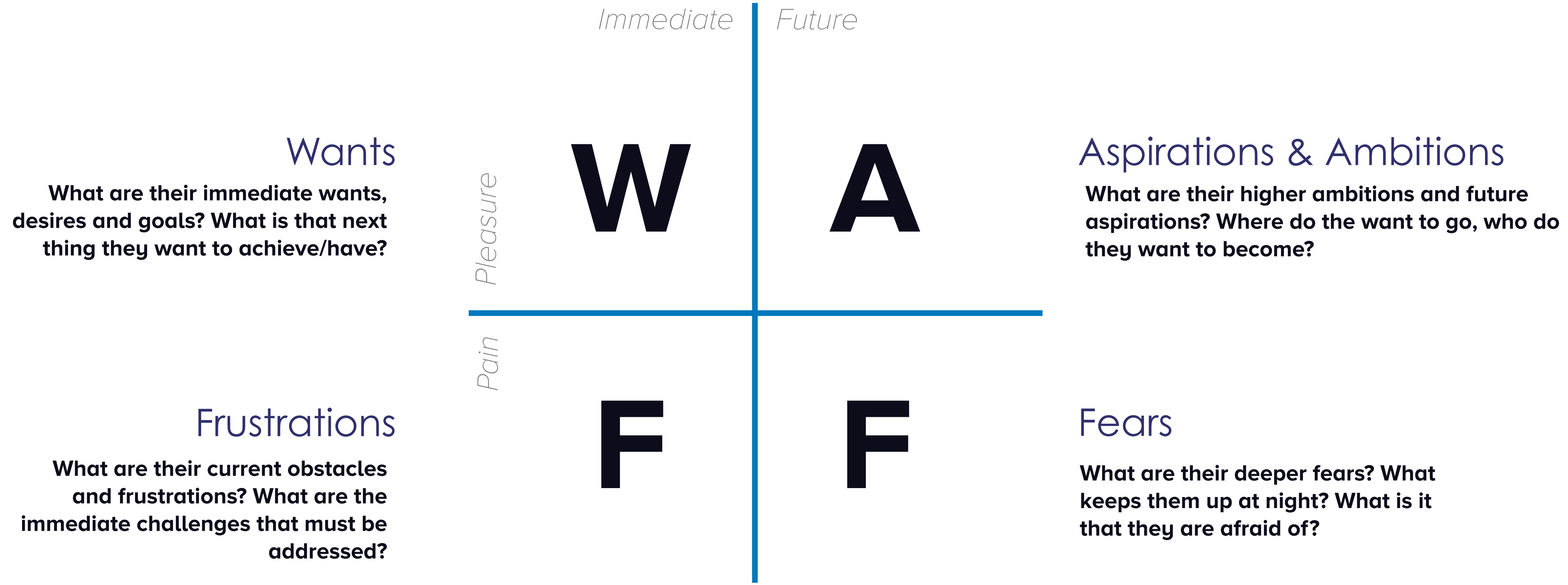
MESSAGING & COPYWRITING

Understand, vividly, who your target customer is...
what motivates them?
what prevents them from taking action?

Wants, Challenges, Fears, Aspirations

MESSAGING & COPYWRITING

Challenges, Fears, Wants & Aspirations.



Worksheet #1

personalbrand.com/withheart

Worksheet #1

personalbrand.com/withheart

INCOME + IMPACT
ACCELERATOR

// **WORKBOOK**
PERSUASION

STRATEGIC COMMUNICATION

Meet your prospects where they are at. Join the conversation in their mind. Strategic communication is less about people understanding what you are saying, and more about whether or not they feel understood.

WANTS	AMBITIONS
FRUSTRATIONS	FEARS

**What's The Transformation You
Want To Facilitate In Your Client?**

**What is your ideal client's
desired outcome?**

**What does the desired outcome
look and feel like?**

**What is your ideal client's
current reality?**

**What does their Current Reality
look and feel like?**

What conversations or steps are needed, to create take them from

Current Reality → Desired Outcome

WITH HEART // IDEAL CLIENT

DAY 2

*“Most people overestimate what they can do in a day,
and underestimate what they can do in a month.*

***We overestimate what we can do in a year,
and underestimate what we can accomplish in a decade.”***

-Tony Robbins

WITH HEART // IDEAL CLIENT

RECAP

Yesterday we dove into gaining clarity on:

Ideal Client / Audience

W.A.F.F.

Desired Outcome

Current Reality

Transformation You Create

Methodology

How do you create transformation?



How do you talk about your transformation?



What Is Your Story?

- **Why are you called to serve this Ideal Client/Audience?**
- **Where did you start on this journey?**
- **What was your challenge? What challenge did you see others having?**
- **What was your struggle?**
- **What did you try that didn't work?**
- **What were your thoughts/feelings on the path to finding results?**
- **What did you discover?**

What Is Your Solution?

- 1. Discovery → Solution** (*I was called to create/simplify*)
- 2. What have you created / are you creating to help others get Results faster than you did?**
- 3. What are the benefits of your solution?** (*Eg. save time, prevent pain*)

How do you talk about your transformation?

- 1. Describe the problem better than they can (Frustrations/fears)**
- 2. Explain the solution (*Personal Story, Hero's Journey, Stats/Research*)**
- 3. Cast the Vision of what desired result looks and feels like**

The dreaded question...

What Do You Do?

What Do You Do?

Creating your power statement

Who is your ideal client / audience?

2 words

Descriptor + Identifier

Who is your ideal client / audience?

2 words

Descriptor + Identifier

EXAMPLES

Busy Moms

High-Achieving Men

Heart-centered Entrepreneurs

What is the result you help create?

5-7 words

Wants, Ambitions, Frustrations, Fears, Desired Result

What is the result you help create?

5-7 words

Wants, Ambitions, Frustrations, Fears

EXAMPLES - Result or Problem oriented

Get organized and drastically reduce stress
optimize productivity to do more in less time
Develop a clear roadmap in their business
Conquer chaos, overwhelm, and stress

What is the benefit of that result?

1 short sentence
Desired Result

EXAMPLES

skip the rollercoaster of self-doubt, and confidently navigate their day.
so they can work less hours, and have more time spend doing what they love.
feel like you're "crushing it" in business and in life
have confidence and clarity they are building a business that makes a difference

Building your power statement

Building your power statement

Building your power statement

1) I help... who [feel].... so that...

Building your power statement

- 1) I help... who [feel].... so that...
- 2) Start with a question framing the problem

“I Help” Statement

I help _____ [Ideal Client/Audience]
achieve _____ [Result]
so that _____ [Outcome/Benefit]

“I Help” Statement

I help _____ [Ideal Client/Audience] **teach, guide, facilitate, coach, train**

get _____ [Result] **achieve, find, discover, create, generate, who feel**

so they can _____ [Outcome/Benefit] **feel, overcome, avoid**

The most visceral feelings/emotions

Building your power statement

- 1) I help... who [feel].... so that...
- 2) Start with a question framing the problem

Start with the problem

EXAMPLES

Have you seen... _____?

You know how... _____?

Do you know anyone who... _____?

As a society... _____.

What I've found... _____.

Start with the problem

EXAMPLE

Have you ever had a friend who didn't feel their work or their job was meaningful?

Well I help those people find meaning in their work so they can be more productive and get promoted faster.

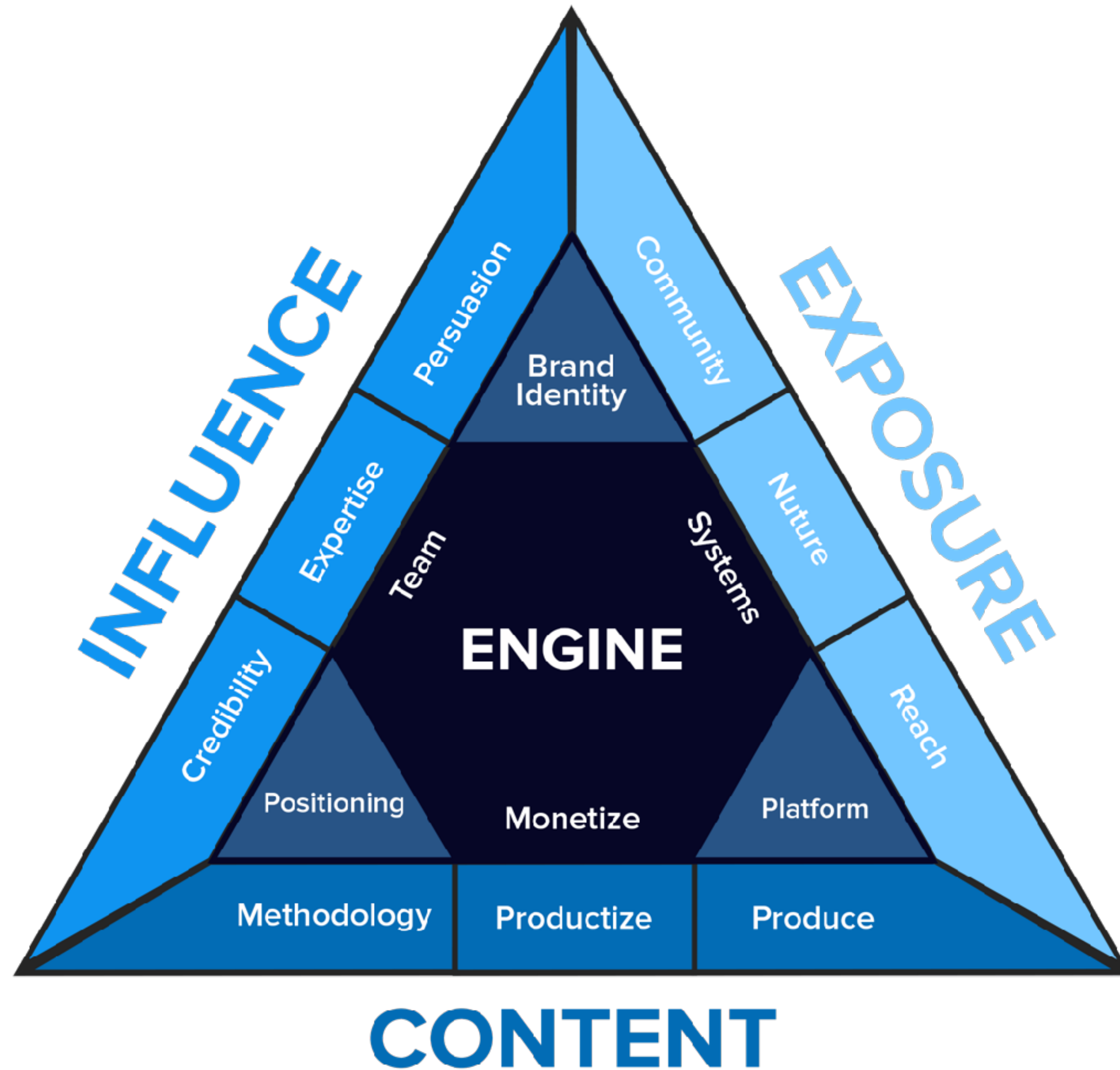
DAY 3

DAY 3

- *Website Overview*
- *Clarify / Help Statements*
- *Revisit Methodology*
- *Introduction of Content Marketing GPS*
- *Website & Booking System*

WITH HEART // IDEAL CLIENT

I help statements



Methodology

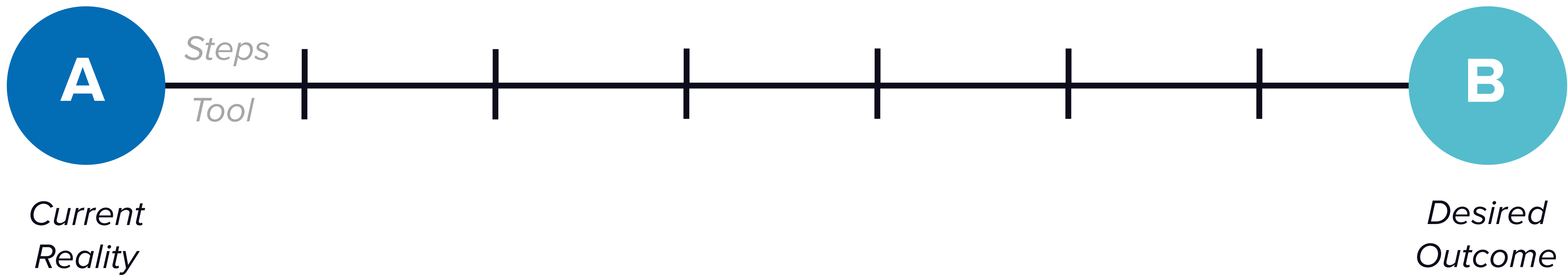
WHAT IS YOUR UNIQUE METHODOLOGY?



WHAT ARE THE STEPS?



WHAT TOOLS OR RESOURCES?



WITH HEART // IDEAL CLIENT

CONTENT MARKETING GPS

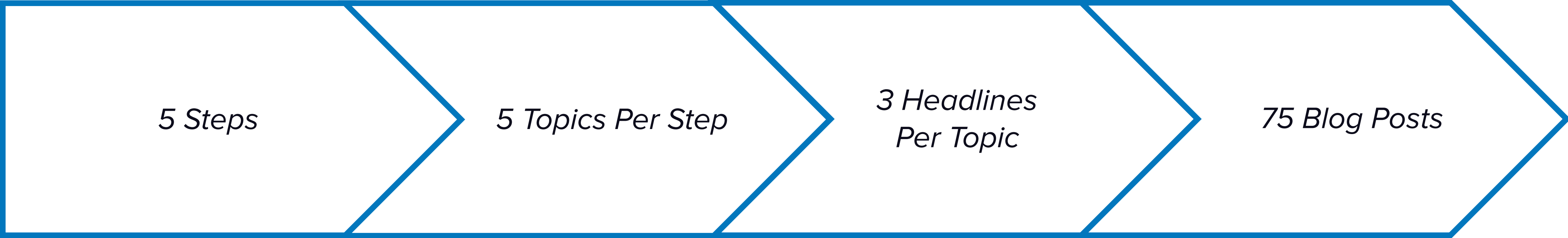
CONTENT MARKETING GPS

Turn-by-turn direction on creating content that gets results

Content based on your methodology
and/or coach offering

CONTENT MARKETING GPS

Turn-by-turn direction on creating content that gets results



STRATEGICALLY CREATING CONTENT

Creating your content in a strategic way to maximize output & impact

STRATEGICALLY CREATING CONTENT

Creating your content in a strategic way to maximize output & impact



WITH HEART // IDEAL CLIENT

WEBSITE SYSTEM / BUSINESS PROCESS

SIMPLE COACHING BUSINESS SYSTEM

How are you filling your calendar?



SIMPLE COACHING BUSINESS SYSTEM

THE TOOLS

BASIC

Website: Squarespace
Calendar: Calendly
Payment: Stripe
Calls: Zoom

ADVANCED

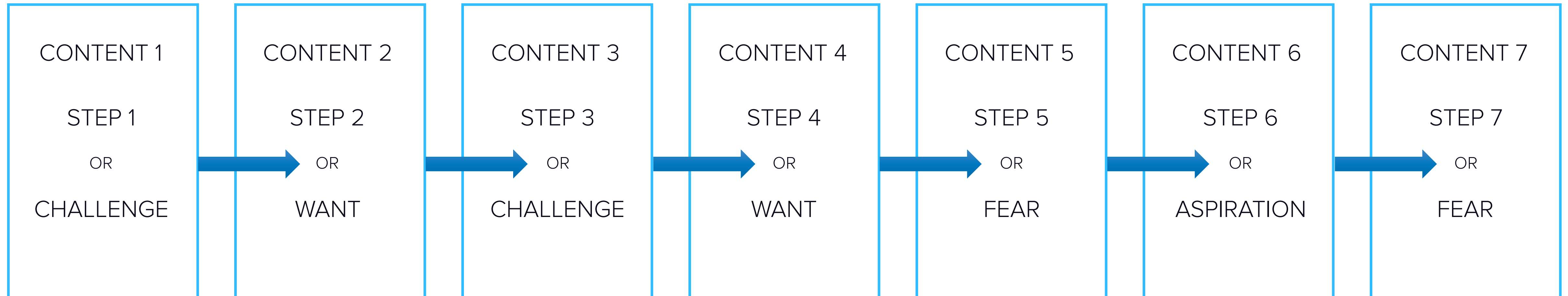
Website: Squarespace/ Wordpress
Calendar: Calendly
Payment: Stripe + Spiffy
CRM/Email: ActiveCampaign/MailChimp
Calls: Zoom

WITH HEART // IDEAL CLIENT

AUTOMATED EMAIL FOLLOWUP

EMAIL FOLLOW UP CREATING THE POWER SEQUENCE

Content should be grounded in your methodology & motivators



Content with soft CTA's to book a discovery call