



*“Struggling coaches approach potential clients with the view ‘They have all the money, and I’m just me’, Successful coaches know ‘they ALL have money, and there is no one else in the world like me’”*

**- Rich Litvin, author of *The Prosperous Coach*.**

- **You** are the only person who can complete this exercise, and you are the only person that will be able to champion your business and your life.
- **You** are incredibly powerful and this is designed as a tool for you to share your methods, your ideas, and your coaching with others in an effort to transform their lives, the lives of their families, the lives of their communities, and the impact they have on the world.
- This is your gift, this is your superpower, this is your spectacular impact on the world.

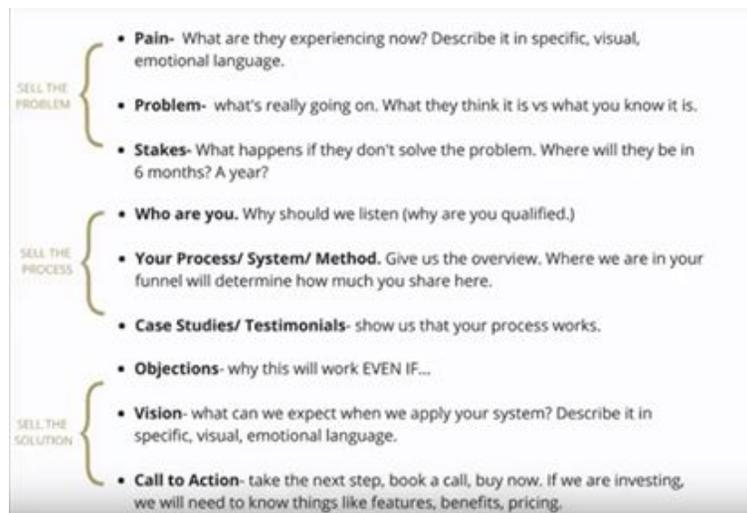


## Take approx. 1-2 hours to fill this out.

DO NOT take days and days to make it perfect...

*(Hint: it will not be perfect, and it will feel like it can be improved over time, because guest what? It can!)*

- This outline is designed to give you inspiration and pieces of information that will expand throughout all of your messaging and content to position you as the authority and the only person that your ideal client should work with.
- Each post you make should(could) include at least 1 element of these 9 points.
- For some longer posts and especially content that you're using to drive an Enrollment\* can use all of them.
- You will be constantly refining and tweaking this document as you have more and more real life conversations with your ideal clients.





## Sell The Problem:

This is the first phase of relating to your audience and being seen as an authority that can help them achieve their goals. We meet them at their pains, and problems. Identifying these elements will be essential to relating to your audience and creating yourself as the authority in your space.

### Pain

What are they experiencing now? Describe it in a specific, visual, emotional language. This should be the language of your ideal clients. What would they say their pain is? If you don't know, making a post and asking is a powerful way to produce content.

#### QUESTIONS TO ASK:

1. What is your biggest struggle when it comes to (X)?"
2. "What is your #1 roadblock to losing weight through a fitness program?"  
*Ex: Pain of not being healthy and fit.*
  - "You sit on the couch, exhausted, depressed, without being able to muster up enough energy to play with your kids. Constantly feeling exhausted, stressed, and incomplete"
  - The more language that you can get from actual clients and potential clients the better. USE THEIR LANGUAGE, Not Yours. You are a coach and thus have already been what they've been through, so make sure that you are really coming from their perspective. They need to feel understood.



## Problem

- What's really going on vs. what you know it is
- This is where you mean them where they are at. They may think that the problem is that they aren't exercising when you know that the true problem is they haven't found that big WHY of what's the point of losing weight anyway.

*Ex: Their problem is weight loss and nutrition is hard. The true problem is they haven't been guided to create a lifestyle nutrition plan that truly works for them.*

## Stakes/ Consequences:

- What happens if they don't solve this problem? Where are they in 6 months, a year  
*Ex: If they don't lose weight in the next year, they are very high at risk of losing their life, their ability to live a life they envision for themselves, or living a life filled with regrets as the people around them leave them as they cannot support themselves and others. They can't take a stand for their own health and thus end up neglecting those that they care about the most.*
- Make this real. Again the more chances you have to ask clients/prospective clients what is at stake for them in their life the better.



## Sell The Process:

This portion of your messaging is all designed to create a clear process to solve their pains, problems, and resolving what's at stake for them. How this process to get to their goal is super clear. Each element within this category is designed to showcase your unique position to solving these problems and making it a no brainer to work with you as opposed to anyone else.

### Who are you?

Why should we listen (why are you qualified)?

1. This is where you get to share your stories of success and failure, and focus on how you are uniquely able to help people.
2. We want to reframe your mind from being just another person who can solve a problem to being the only person who can solve a problem for them. You are qualified, you are uniquely qualified from your whole life, all of the training you've done, and the courses you've taken and the investments into your personal development and business.
3. People are not only investing into the time, and content, that you're going to supply to them. They are paying for every moment of your unique life that has led to you becoming a powerful coach for people.

### Your Process/System/Method:

This is a clear overview of what your clients go through in order to receive the solution. Usually 3-5 steps that allow them to get the desired result with a unique name. *Ex: Michael's Media Mastery Process*

1. Vision Creation
2. Content Execution Gameplan
3. Enrollment Mastery

### Case Studies/ Testimonials

Shows your process working

*Ex: Videos, Results, Client Reviews, etc.*



## Sell the Solution

These three elements outline why your unique solution is the solution that they should choose as opposed to anyone else's.

### Objections:

This will work even if...

1. They don't have enough time
2. They don't have enough skills/knowledge
3. They already have tried x, y, and z before
4. Etc.
5. Again you want to figure out what are the actual objections people give you.

### Vision:

What can you expect when you apply your system? Describe this in clear, vivid language. It's more powerful to describe this as a singular event as opposed to a general.

*Ex: You wake up in the morning energized and happy, your partner makes you a healthy breakfast. During breakfast you receive love and gratitude from them about how proud they are of you. You joyfully go to the gym and as you step on the scale you realize that you've achieved your goal to lose 20 lbs. As you return home to spend time with your family they are excited to celebrate your success. You have plenty of energy and are able to be with your children and play their favorite game.*

This should be really what an amazing single event or single day would look like. 10-15 seconds even of an extraordinary vision of their life.

### Call to action

- Take the next step, book a call, buy now. If they are investing, includes things like features, benefits, and pricing.
- At this point they will be sold on your services and are just looking for the action steps they need to take to get started.
- Consider your selling mechanism for this as well
  - \* Do you have people schedule a call, fill out a questionnaire, direct to purchase, free ebook to phone call?



## **Outline to Fill Out:**

### **Sell The Problem**

1. Pain
2. Problem
3. Stakes/Consequences

### **Sell The Process**

4. Your Story
5. Signature Process
6. Case Studies / Testimonials

### **Sell the Solution**

7. Objections
8. Vision
9. Call To Action