

LOVE & LIFE COACHES

7 JUICY WAYS
TO GET CLEAR ON YOUR
MESSAGE & SET
YOURSELF APART ONLINE



In order to set yourself apart online, you need to be clear.

Of course you need to be clear on your target market and your ideal client, but also what I'm going to focus on here is your MESSAGE.

You need to have a clear and concise message that speaks SPECIFICALLY to your ideal client.

Without a message, there's no business.

Without a message, there's no understanding of what it is you do.

You can't position yourself or even develop your personal brand without a clear message, which is what we're going to dive into here.

First in Part 1, if you're not clear, we'll focus on who you are and who you serve. If you are clear, you can skip down to part 2, (What's Your Message?)

Part 1

Who are you?

Having your own personal brand requires a level of self-awareness unlike any other profession.

I KNEW myself (or so I thought) when I started my business at 38 years old. But each time my coach told me my message would make a good blog post, I had to dive inward.

Some big mind-blowing discovery came up and I changed my whole target market, ideal client, messaging, funnel, facebook group, graphics...you name it.

I started over every single time.

None of them were the real truth. They were all very important pieces of my truth that I needed to discover, but they were not my core.

In other words, self discovery is extremely important when refining your message and your brand and making sure your followers know who you are and know why they need to pay for your support.

We're going to start general and then get specific so you are 100% grounded in how you, your story, your vision and your passion make your message authentic and compelling.

1. Get clear on your vision.

Often our higher selves (or future selves) know best. Allow yourself to see what the future you is doing, achieving, and what life feels like. Write it out in a journal and see it in your mind's eye. Then feel into it. What's your vision for yourself in the next month? Year? 5 years? Go big here. There are no limitations or consequences.

2. List everything that you're naturally good at. Does it light you up?

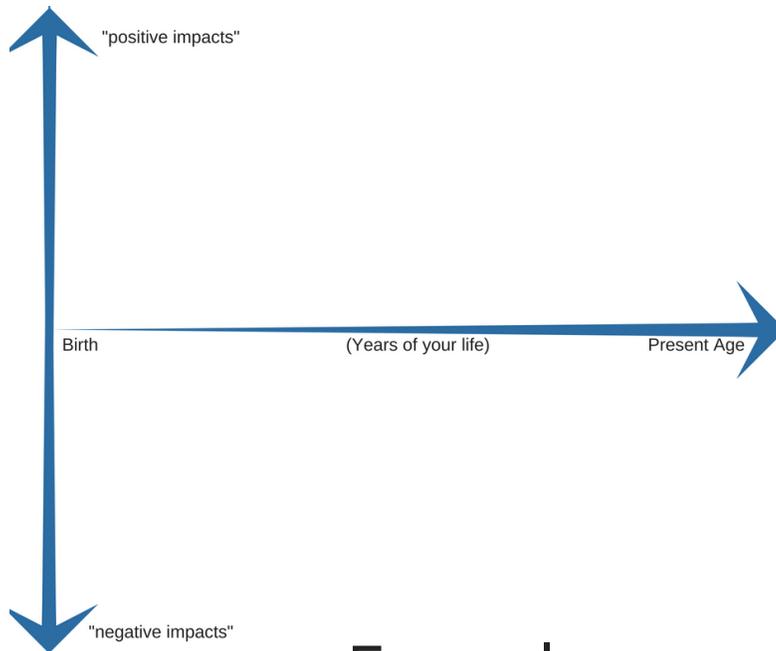
Are you passionate about it?

Naturally Good At	Love it? Passionate? Yes/No
)	(
)	(
)	(
)	(
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3. Draw out your LIFE GRID. I like to do this on poster paper to see the big picture and have space for everything that comes up.

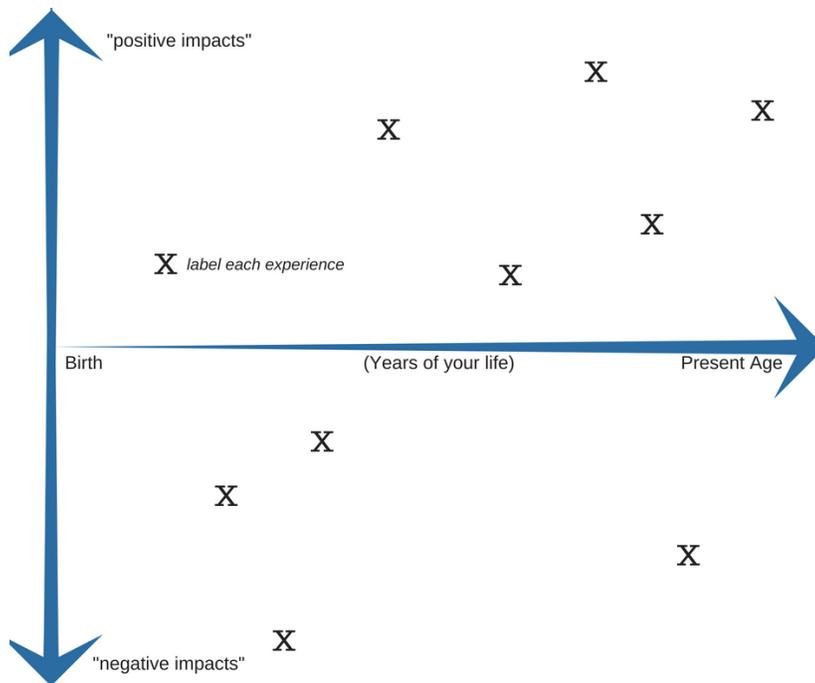
You're going to think of all the impacting moments of your life, both positive and negative, that shaped who you are today.



Here you see all your trials and triumphs. What's a throughline? What's a BIG theme that you've overcome?

Even if you have some clarity, this is a great way to see your life in a big-picture way. It brings on awarenesses and leads to breakthroughs that you may not have had before.

Example



Be present with any awarenesses you have. I encourage you to journal or talk to someone you trust. I'm also here to help you transform and release any blocks regarding your clarity and message if you'd like that support.

Part 2

What's your Message?

4. Foundational Clarity:

What is your general area of focus (your Niche)? Business/marketing, relationship/love/self-love, spirituality, health? Be as specific as you're ready to be.

What's your Target Market? (What group of people need your services?)

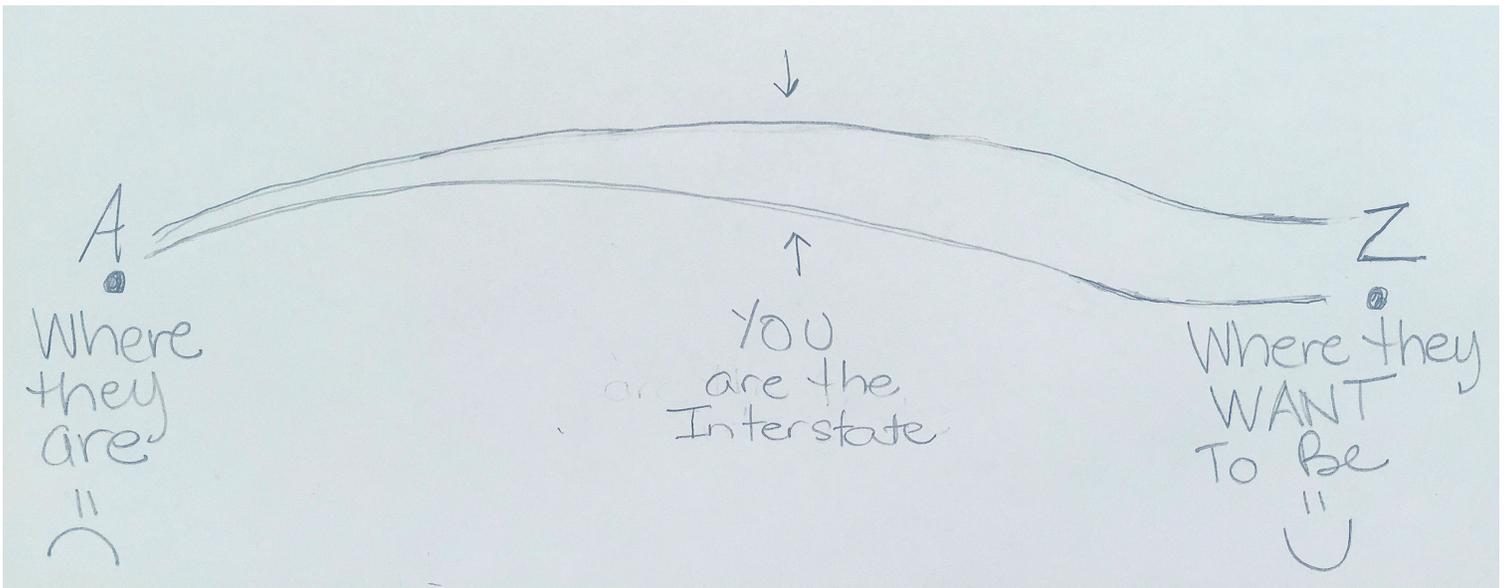
Who is your Ideal Client? (The person you love working with...describe them in detail)

What's the result you promise delivering?

5. Draw your Transformation Map.

They are at Point A. They desire to be at Point Z. You are the interstate. They know there's a lot in between and they don't know how to get to where they want to go, but you do.

That doesn't mean there won't be construction or detours (blocks, resistance or mindset) to work on along the way, you'll guide them through that too. It just means you know where they are, where they want to go and how to get them there.



6. Communicate it Clearly with my Magic Message Formula

Don't stumble on your words anymore!!! When someone asks you what you do, tell them who you help and how you help them.

"I'm a life coach," or "I'm an online health coach" says nothing in regards to getting people to sign up or knowing who they can refer to you.

Your ideal high-paying clients will invest in you based on

- 1) the pain they are in
- 2) The result you offer

So, when someone asks you, articulate that.

Here's HOW. If you're introducing yourself on stage or in front of a group:

I'm _____, the founder/creator of _____.
I help _____(who)
that struggle with _____
to get _____ (result)

If you're in conversation and you already introduced yourself, just start with "I help...." Also, feel free to exchange "help" with a different verb like "empower, teach, mentor, guide, etc..."

7. Catch their attention!

Call them out, then speak to how they feel now SPECIFICALLY (point A) regarding where to where they want to be (Point Z). Keep it simple!

Examples of headlines:

Go from corporate burnout to energetic flow at work.

New mammas, get rid of those last menacing 5 pounds.

Lady executives, are you miserable at home?
