



Future Coach

Client Values

What are client values?

- Client values are the fundamental beliefs and principles that guide an individual's behavior, decision-making, and overall sense of purpose.
- They can include things like motivations, beliefs, desires and dreams as well as what they are not willing to give up on or compromise.
- Knowing our client's values allows us to tailor our coaching services to their unique needs and goals, communicate more effectively with them, and build a stronger, more meaningful relationship.
- By identifying our client's values, we can create a coaching experience that aligns with their core beliefs and helps them achieve their desired outcomes.

Why do client values matter?

- When it comes to finding our ideal coaching client, understanding their values is crucial.
- Client values refer to the beliefs, principles, and priorities that guide our client's behavior and decision-making
- By identifying our client's values, we can create messaging and marketing strategies that resonate with them on a deeper level, leading to more effective communication and a stronger connection.
- Knowing our client's values also helps us tailor our coaching services to their specific needs and goals, leading to more successful outcomes.
(ie: Client wants to lose weight for a vacation and wear a bikini vs. they are at risk for cancer and struggling to get pregnant)
- Client values also helps us creates targets and orients them towards actionable steps to get them there.

What does knowing this do?

- Improved coaching outcomes. By aligning our coaching approach with our clients' values, we can create a more effective coaching experience. This can lead to better outcomes and more satisfied clients.
- Attracting ideal clients. When we communicate our understanding of our ideal clients' values in our marketing efforts, we are more likely to attract clients who are a good fit for our coaching style and approach.
- Increased job satisfaction. When we feel like we are making a positive impact on our clients' lives and helping them achieve their goals, it can lead to increased satisfaction and fulfillment.
- Improve your marketing efforts. Understanding our ideal clients' values can also help us in our business. By creating marketing messages that speak to their values, we can attract more clients who are a good fit for our coaching approach.

Who is your ideal client, and what makes them unique and different?

- This is the representation of who we want to work with. In an ideal world, who do we want to serve?
 - We can include things such as demographics, hobbies, ways of being, occupation, personality, desires, and problems.
 - We use this representation of the ideal client so that when we write copy, including content, it feels like we are speaking directly to them. It shouldn't feel like we're talking to everyone, but someone very specific.
- When we use the client's language and speak to a specific audience we start building rapport with them even though we haven't spoken with them. We begin to build trust with potential clients.

What do your clients want to achieve most?

- Our clients are looking for an actual result. We want to sell benefits i.e. lose 30 lbs of belly fat and not features i.e. 90 days of coaching.
 - Coaching is the mountain they have to climb to get what they want.
- We want to use this in our copy, emails, content, landing pages, and pretty much ever where we can. Do the same with what they want to avoid.
- Keep in mind that people do things for their reasons not our reasons. The client's desire might be to lose weight, but they want to lose it to fit into a wedding dress whereas we as the coach might have wanted to feel more confident when we were losing weight.

What do your clients want to avoid most?

- Understanding what our clients want to avoid the most is just as important as understanding their vision for their life.
 - 60% of people are more motivated by pain than they are by goals.
 - This can be just as motivating if not more motivating for clients to take action and for potential clients to sign up for our services.
- We want to enter the conversation they're already having in their minds around the pain that they're in.
- If we can describe the problem better than they can they will automatically attribute us to having the solution.

How do our clients envision their lives after working with us?

- Understanding the client's vision of their post-coaching life is essential for creating a custom coaching package that aligns with their goals and aspirations.
- We can think of this as what does our client get after working with us. Be specific and measurable that way we, the coach, and the client know when they reach the finish line.
 - What is the transformation they will experience from working with us?
- We want to use this as a way to sell the benefit of hiring us and to motivate the client to take action by marrying the action to the result they're working towards.