



# Future Coach

## Your Client's Voice

# What is our dream client's virtual voice?

- Your dream client's virtual voice is the unique and authentic communication style of your client that we incorporate to have us best resonate with them.
- Knowing their voice gives us access to their values, beliefs, and personality and creates a stronger connection.
- It is a reflection of our brand identity, while encompassing their tone, choice of words, and messaging strategy.

# Why does our clients' virtual voice matter?

- Effective Messaging: A clear and consistent virtual voice allows us to communicate our value and offerings more effectively, which in turn drives engagement, conversions, and client retention.
- Emotional Connection: When we adapt to our clients virtual voice it creates an emotional connection that leads to more trust, loyalty, and long-term client relationships.
- Differentiation: A distinctive virtual voice helps us stand out in a competitive market by showcasing their unique expertise, approach, and personality.

# What does knowing this do?

- When a potential client comes across your marketing and it speaks directly to what they want to achieve and what they want to avoid their reticular activating system (RAS) triggers and they pay attention.
  - Their brain literally changes their behavior so that they tune into what we're saying. When our virtual voice is done right **it gets us attention, helps our clients get results, grows our audience, and moves them further down the buyer's journey.**

# What does knowing this do?

- Our virtual voice leads to **more revenue, engagement, and most importantly, impact** when done effectively
- This is what has our potential clients feel like we, not only understand their problem and desires, but also that we have a potential solution to help them get more of what they want and/or less of what they don't want.

# What matters most to your ideal client, and how does this impact your coaching?

- **When we fail to talk about what matters most to our client we also fail to speak to their interests.**
- This is why most content gets little to no engagement online, why emails don't get opened, and why potential clients don't buy our products.
- By speaking directly to what matters we improve the effectiveness of our marketing, sales, and coaching. This is key to compelling content and marketing!
- Think of our virtual voice as a blend of our authentic selves, what our clients want to see, and what makes us unique as a coach.

# What do you know about the personality of your dream client?

- Core Values and Beliefs: Understanding the values and beliefs that drive your dream client's behavior and decision-making process is essential.
- Communication Preferences: Knowing your dream client's preferred communication style is crucial for effective coaching. Are they more analytical and data-driven or do they prefer an empathetic and emotional approach?

# What do you know about the personality of your dream client?

- Motivational Drivers: Identify what motivates your dream client to seek personal development and change. Are they driven by ambition and success, or are they focused on personal growth and self-fulfillment?
- Emotional Intelligence: Assess your dream client's level of emotional intelligence, including their self-awareness, self-regulation, empathy, and social skills.
- Learning Style: Determine your dream client's preferred learning style – visual, auditory, or kinesthetic. Knowing how they best absorb and process information enables you to adapt your coaching methods to their unique needs.

# What's most important to your dream client?

- Consider our client's specific goals, aspirations, and challenges.
- Identify our client's values and beliefs that drive their decision-making process.
- What are our client's strengths and weaknesses?
- If we have worked with clients, what did they tell us was most important?
- Prioritize what is important to our client based on their level of importance.
- Be clear about our client's expectations of the coaching relationship, what they hope to achieve, and the outcomes they expect from the coaching process.

# What are the most emotional situations of your dream client?

- Consider clients' emotional experiences during significant life transitions.
- Reflect on clients' interpersonal conflicts and relationship challenges.
- Explore clients' emotional journeys during personal growth and development.
- Think about clients' emotional well-being in relation to health and wellness.
- Examine the emotional rollercoaster clients face during goal achievement and setbacks.
- Delve into clients' emotional challenges while making decisions and problem-solving.
- Contemplate clients' emotional struggles in maintaining work-life balance.

# What kind of style or tone do you think your client would appreciate most?

- Client's Personality: Assess the personality traits of your client using tools like the Myers-Briggs Type Indicator (MBTI) or the Enneagram.
- Cultural Background: Consider your client's cultural background and its potential impact on their communication preferences. Clients from different cultures may have unique expectations regarding the tone and style of communication, so being mindful of these differences can help you better connect with your client. (USA Vs Canada Vs UK Vs Australia)
- Client's Goals and Motivations: Understand your client's goals and motivations for seeking coaching, as this can inform the style and tone they might appreciate. For example, clients seeking career advancement may prefer a more structured, goal-oriented approach, while those focusing on personal growth might appreciate a more exploratory and reflective style.



Now let's Use the Tool  
incorporating what we've  
learned so far!