
WENDY COOPER

The Wellness Business Clarity Map

Get clear on who you serve, what you actually deliver, and how to talk about it in a way that sells.

A self-guided workbook for wellness professionals who are great at what they do but struggle to communicate it clearly.

Movement is the medium. Feeling resourced is the outcome.

Before You Start

Why most wellness professionals struggle to sell.

It is not because you are bad at sales. It is because you are describing what you **do** instead of what your clients **get**.

You say "I teach yoga" or "I do breathwork and somatic therapy." Your ideal client hears modalities. What they need to hear is outcomes: "I help overwhelmed executives sleep through the night" or "I help new mothers feel like themselves again."

This workbook will help you get radically clear on four things:

- 1. Who you actually serve** (not "everyone")
- 2. What transformation you deliver** (stated as outcomes, not methods)
- 3. Your offer ecosystem** (how your services connect and lead into each other)
- 4. Your one-line positioning statement** (the sentence that makes people say "tell me more")

Set aside 45 to 60 minutes. Be specific. The more honest you are, the more useful this becomes.

"When you can describe your client's problem better than they can, they automatically assume you have the solution."

Section 1

Who You Actually Serve

Get specific. "Everyone" is not a client.

The clearer you are about who your work is for, the easier everything else becomes: your marketing, your pricing, your content, and your sales conversations. This section asks you to describe one ideal client in vivid detail.

YOUR IDEAL CLIENT

Describe one real person (or a composite) who represents your best client. The one who gets results, refers others, and makes your work feel meaningful.

What is their name (real or made up)?

How old are they? What stage of life?

What do they do for work?

What does their daily life actually look like?

What is the thing that keeps them up at night?

What have they already tried that has not worked?

What do they secretly want but feel embarrassed to say out loud?

What would change in their life if your work actually worked for them?

THEIR LANGUAGE

This is critical. Write down the exact words your ideal client uses to describe their problem. Not clinical language. Not your language. Their language.

What do they say when they describe how they feel?

What do they type into Google at 2am?

What do they say to their friends about what they are going through?

Section 2

The Transformation You Deliver

Outcomes, not modalities.

Your clients do not buy yoga, breathwork, or somatic therapy. They buy the result of those things. This section helps you articulate the transformation in language that makes people want to work with you.

THE BEFORE AND AFTER

Think about your best client outcomes. What did they look and feel like before working with you, and what did they look and feel like after?

Before Working With You	After Working With You
How do they feel physically? _____	How do they feel physically? _____
How do they feel emotionally? _____	How do they feel emotionally? _____
What does their daily life look like? _____	What does their daily life look like? _____
What are they struggling with at work? _____	What has shifted at work? _____
What are they struggling with at home? _____	What has shifted at home? _____

YOUR TRANSFORMATION STATEMENT

Using the before and after above, complete this sentence:

I help [type of person] go from [before state] to [after state]

Now say it out loud. Does it sound like something your ideal client would respond to? If it sounds clinical or vague, rewrite it using their language from Section 1.

Section 3

Your Offer Ecosystem

How your services connect and lead into each other.

Most wellness professionals have a collection of services but not a system. Their offers do not connect. There is no natural path from one to the next. Clients finish one thing and have nowhere to go.

A clear offer ecosystem has three levels:

Level	Purpose	Examples
Entry (Low commitment)	Build trust. Let people experience your work with minimal risk.	Free workshop Lead magnet Taster session Social media content
Core (Your main offer)	Deliver the transformation. This is where the real work happens.	1:1 packages Group programs Memberships Courses
Premium (High value)	Deeper work for clients who want more. Higher investment, higher access.	VIP days Retreats Private mentorship Corporate contracts

MAP YOUR CURRENT OFFERS

Write your current offers into each level. If a level is empty, that is useful information.

ENTRY OFFERS (low barrier, builds trust)

CORE OFFERS (your main work, where transformation happens)

PREMIUM OFFERS (high value, deeper access)

THE GAP CHECK

Look at your map. Ask yourself:

- Is there a clear path from entry to core to premium?
- Are any levels completely empty?
- Do you have too many offers at one level and none at another?
- Is there anything at the premium level that creates real leverage (group, corporate, retreat)?
- Where do clients go after your core offer? Is there a "what next"?

Section 4

Your Positioning Statement

The sentence that makes people say "tell me more."

Everything you have done so far leads to this. Your positioning statement is not a tagline or a mission statement. It is the clear, specific sentence that tells someone exactly who you help and what they get. It goes on your website, your social media bios, your LinkedIn headline, and it is the first thing you say when someone asks what you do.

THE FORMULA

I help [specific person] move from [before state] to [after state] through [your unique

BUILD YOURS

Specific person (from Section 1):

Before state (from Section 2, in their language):

After state (from Section 2, in their language):

Your unique approach (what makes your method different):

YOUR POSITIONING STATEMENT

THE TEST

Read it out loud to someone who is not in the wellness industry. Do they understand what you do? Do they know who it is for? Could they refer someone to you based on this sentence alone? If not, simplify it.

Now write three variations. One for your website hero, one for your Instagram bio, and one for when someone asks "so what do you do?" at a networking event.

Website:

Instagram bio:

Spoken (networking/elevator):

What To Do Next

You now have something most wellness professionals never create: a clear map of your business positioning. Here is how to use it.

IMMEDIATELY

Update your Instagram bio and LinkedIn headline with your positioning statement. These are the two places people look first.

THIS WEEK

Rewrite the first section of your website homepage using your transformation statement and your ideal client language from Section 1. Your homepage should make your ideal client feel seen within five seconds.

THIS MONTH

Look at your offer ecosystem map. If you have gaps, especially at the premium level, start thinking about what belongs there. Corporate wellness contracts, retreats, group programs, and VIP days are all ways to create leverage and close the income gap that comes from trading time for money.

IF YOU WANT HELP

This map gives you clarity. But clarity without action is just awareness. If you want support turning this into a restructured, sustainably priced business with offers that actually sell:

The Thriving Wellness Business Owner is a 12-week program that takes the clarity you have built here and turns it into a complete business system: pricing, offers, systems, and the nervous-system capacity to hold it all. It is for wellness professionals who are done undercharging and ready to build something sustainable.

Build and Sell Your Corporate Wellness Offer Suite is a 3-day intensive for wellness professionals who want to add corporate revenue. You walk in with an idea, walk out with a complete, priced, packaged offer and the tools to sell it.

Visit wendycooperwellness.com to learn more, or reply to this email to start a conversation.

Wendy Cooper

Founder

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