

# Coaching Business Content-Creation Template



**IMPORTANT:**

I know you're excited to just dive right into this Template right now. But you will get WAY more out of it if you watch the **"How to Prepare for Your Business Building Quest"** Template VIDEO that goes along with it. I'm able to share a lot more details in the video that I couldn't fit in this document.

Go check out the video now:

[How to Prepare for Your Business Building Quest](#)

## WELCOME TO THE CRITICAL CORNERSTONE TEMPLATE.

I'm so excited to share with you the fastest (and funnest!) way to start and scale a coaching business...

When you're starting your business and venturing out to get clients, there is one piece of clarity so critical that, if you *don't* have it, the behind the scenes details are almost impossible to implement, and your marketing seems like guesswork ... leaving you hoping something (anything!) sticks to attract leads and get clients.



But when you *do* have this one, critical point of clarity, then creating your core message, your marketing content - your webpages, lead magnets, titles for sample sessions, programs and event, or the words you use to tell others what you do in a way that makes them "get" it - is easy and effective. This point of clarity will bring you confidence and freedom in launching your business and your marketing! It's what I refer to as a **"critical cornerstone"** in your business.



*"I've gotten crystal clarity about my theme and my ideal clients."* ~ Elizabeth Bone



*"Celebrating that I have a website up that I'm proud of complete with my free offer and I have people signing up that aren't family and friends :)" ~ Joella Bower*

*"Networking is so much easier now that I have the free gift to offer." ~ Johnilee Whiteside*

## cor·ner·stone kôrnerstôn/

1. An important quality or feature on which a particular thing depends or is based.
2. A stone that forms the base of a corner of a building, joining two walls.

Remove the cornerstone of a building and it won't stand. Remove this cornerstone from your business and you're left with effort, guesswork and doubt... and your business won't last.



What I've done in this [Coaching Business Content-Creation Template](#) is to pull out the key, critical element that makes all the magic possible behind the scenes. It's also key to creating your core message and marketing content. I've simplified this down into one transformational statement.

So before we dive right into the **Coaching Business Roadmap to Success** (which we'll get to next) and before I let you venture too far down your path, I want to take a brief moment to create this clarity together.

I'm often asked, *"Melinda, what do I do first to set up my business? Where do I even begin?"*



First, understand ALL the pieces and best practices it takes to set up and launch a business.

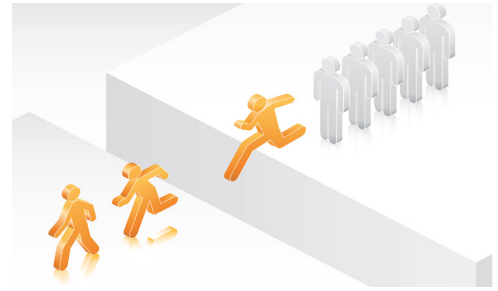
Second, get this bit of clarity.

And I'll give you the rest of the pieces in the Roadmap to Success in our next workshop segment.

*"That's one small step for man, one giant leap for mankind."*

*- Neil Armstrong*

That's what comes to mind when I talk about this next step in your business that may feel like a small step, but that is actually a large leap in the overall ease and optimization of your business.



As you've probably heard me say before (and it won't be the last time you'll hear it either), the fastest way to building your coaching business is **NOT** to go out and get clients first! That's actually one of the worst things you can do when you start your business.

When you blindly follow your enthusiasm to get clients, you're left stumbling when it comes to talking about what you do, and you're scrambling behind the scenes, feeling scattered. You quickly get overwhelmed by the uncertainty of what you should be focusing on to find leads, convert clients and create income.

**Your enthusiasm has you ready, but you're not prepared.**

Let's get you prepared in a confident manner .... It's time to dive in!

## GETTING PREPARED

---

On the next page, you'll see the [Transformational Statement Template](#) and the [5-Part Conversation Template](#). The first provides focus and the second brings clarity to your core message. This serves as **the root for all your content, communication, dialog and materials** you'll be developing in your business for the life of your business.

Ready?

## YOUR TRANSFORMATIONAL STATEMENT

---

No matter if you are a coach, a wellness practitioner, a healer, nutritionist, consultant, or some other type of services-based entrepreneur, ultimately, you are providing transformation: helping others transform some aspect of their life or business. Yes? - Right. - The people you encounter and ultimately end up hiring you do so, because they are experiencing challenges that they are tired of dealing with.

They have goals, dreams and desires that they don't yet know how to accomplish, manifest or create on their own. And they've had enough of letting those challenges hold them back and negatively impact their situation. **So they hire you to help them transform their life or business, and guide them toward creating extraordinary results.**

Within this transformational space that we all work in, all transformation can basically be summed up into six themes:



Now, this is a 50,000' perspective. Yes, these themes can certainly be broken down more specifically, but ultimately, any area of transformation can be applied to one of these six themes.

So if I were to ask you "When your clients work with you and they experience changes and reach their goals, in what aspect of their world are you helping them reach goals?"

- ? If someone works with you and reaches his or her dreams and goals, is he/she accomplishing goals in the area of business?
- ? Or in the area of Money & Finances?
- ? Or are they experiencing shifts in their Relationships with a partner or their family?

So take a second or two ... and don't over-think this! Keep this **SUPER SIMPLE** for now ... this is a gut response that I'm looking for, and If you start to overthink it, you're going to make this WAY more complicated.

So quickly, which of these six themes are you helping people reach goals in?

Write this down in the **Transformational Statement Template** below.

## TRANSFORMATIONAL STATEMENT TEMPLATE

### 6 CORE THEMES OF TRANSFORMATION

Your clients hire you to help them transform their life or business and guide them to creating extraordinary results. Knowing how to articulate this is the key to your marketing and back end effectiveness.

In the coaching industry, or in as I call it the transformational space, while there are many areas in which people provide support, guidance and transformation with their clients, they all can really be summed up into 6 overarching themes:

Life Purpose

Health & Wellness

Relationship

Money & Finances

Business & Entrepreneurship

Career Change

“When your clients work with you and they experience changes and reach their goals, what aspect of their world are you helping them reach goals in?”

### TRANSFORMATIONAL STATEMENT:

The Transformation I provide is in the area of

*insert theme*

!”

## CHALLENGE / RESULT CLARITY

The top challenges & results the people I serve face:



### LIFE PURPOSE

#### Top 3 challenges:

- ✓ I've been taking care of everyone else my whole life; I have no idea what to do with mine
- ✓ It's too late in my life to think about anything new
- ✓ I just wish I knew what to do

#### Top 3 results:

- ✓ I have found the most amazing work that will allow me to make a difference in the world
- ✓ I'm living the life of my dreams
- ✓ I'm so grateful for the impact I'm having on other people's lives



### HEALTH & WELLNESS

#### Top 3 challenges:

- ✓ No matter what I do, I just keep gaining weight and nothing seems to work
- ✓ I'm frustrated, overwhelmed, and cannot accomplish anything
- ✓ I have no energy and I can't even keep up with my kids

#### Top 3 results:

- ✓ I have energy for the day AND for myself and my family
- ✓ I'm accomplishing more now than I ever thought I could accomplish; I'm so full of energy
- ✓ I'm more focused; I can think more clearly and I'm more creative



## RELATIONSHIP

### Top 3 challenges:

- ✓ My partner is constantly picking on me and is very rude - I wish I could speak up for myself
- ✓ I don't want to lose my significant other - but I don't see how this is ever gonna work out
- ✓ Dating sucks - There's no one out there for me

### Top 3 results:

- ✓ I have found my legendary love affair and it just keeps getting better and better
- ✓ I've never been more intimate with anyone, and it feels so good
- ✓ We are finally communicating with each other with respect, even when we disagree



## MONEY & FINANCES

### Top 3 challenges:

- ✓ How am I ever gonna pay my bills
- ✓ I'm sick and tired of not having enough money to do what I want
- ✓ I hate being broke

### Top 3 results:

- ✓ Money never stops me from doing what I desire
- ✓ I'm financially free
- ✓ I can finally travel and do what I've always dreamed of doing





## BUSINESS & ENTREPRENEURSHIP

### Top 3 challenges:

- ✓ If I don't get more clients, I'm gonna have to get a job
- ✓ I'm overwhelmed, frustrated, and disorganized, and I just can't get ahead
- ✓ There's not enough time to do everything I have to do

### Top 3 results:

- ✓ I'm making consistent cashflow and steady stream of clients
- ✓ I feel confident running my business
- ✓ I'm working less hours making more money and spending quality time with my family



## CAREER CHANGE

### Top 3 challenges:

- ✓ I can't just quit; I've got bills to pay
- ✓ I'm so frustrated with my work, I don't even know what else I would do.
- ✓ I hate my job - if I have to go there one more day I'm gonna scream.

### Top 3 results:

- ✓ I'm making even more money and I love what I do and the people I'm working with
- ✓ I have more time and energy for my family, and everything I love to do
- ✓ I found the job I love and I can't wait to get up in the morning and go to work

Okay, you're doing great!

How does that feel?

Pretty cool, right?

## HOW TO CREATE ENGAGING CONVERSATIONS AND IRRESISTIBLE CONTENT

---

So when someone comes up to you and asks you, "So, what do you do?" Rather than trying to convince that person that coaching is amazing or trying to educate him/her that coaching has nothing to do with sports, you can now begin that response by saying "I provide transformation to my clients in the area of \_\_\_\_\_!" and you can begin to create an engaging dialog rather than sporting that dreaded "deer-in-the-headlights" look.

Let's take it one step further, shall we?

I have for you the actual script that creates an engaging dialog when you're asked "So, what do you do?"



**AND THIS SCRIPT NOT ONLY CREATES AN ENGAGING DIALOG THAT LEADS TO REFERRALS, IT ALSO SERVES AS THE FOUNDATION FOR WHICH ALL YOUR MARKETING CONTENT IS CREATED (WRITTEN OR SPOKEN). THIS IS THE CONTENT YOU'LL PLUG INTO YOUR WELL-OILED MACHINE AND IT'S ALSO THE CONTENT TO USE WHEN CREATING PROGRAMS, AND WRITTEN MARKETING MATERIAL.**

There are five parts to this script, what we call it [The 5-Part Conversation Template](#). Grab the template below to complete this exercise.

## 5-PART CONVERSATION TEMPLATE

### THE COMPONENTS

**PART 1:** Your ideal client within your "theme"

**PART 2:** The top 3 Pain Island Challenges and most urgent problems they face

**PART 3:** Your "boat" – how you help them get off pain island and onto pleasure island

**PART 4:** The top 3 Pleasure Island Results your clients experience

**PART 5:** Case Study, Testimonial, Biggest Result from one of your clients (or yourself if you don't yet have clients)

### AN EXAMPLE:

**Colleague:** So, what do you do?

PART 1

PART 2

**Coach:** Well, do you now how start up entrepreneurs struggle to get clients and make money and often give up on their dreams because running a business is fricken hard work?

PART 3

PART 4

Through my coaching and web-based technology I help start up entrepreneurs get clients, making great money doing what they love!

PART 5

In fact, when Susie went through our Bootcamp she had 8 new paying clients, was growing her mailing list, booking 3 appointments with new prospects each week and was making 3x the money she had ever made, all before our 10 week bootcamp program had ended!

YOUR SCRIPT

You know how **[PART1]**  
do /are / feel **[PART2]** ?

Through my **[PART 3]**  
I help **[PART 1]**  
experience **[PART 4]** .

In fact, **[PART 5]** .

THIS QUESTION MARK  
is what creates the dialog.

BY USING THIS  
PHRASE the  
other person  
doesn't have  
to understand  
what you ARE.

Whether they  
understand what  
you ARE, **this ev-  
idence** will paint  
a clear picture  
that will help  
them to indentify  
others they  
know that want  
the same results.

**Colleague:** So, what do you do?

**Coach:** Well, do you now how *start up entrepreneurs struggle to get clients and make money and often give up on their dreams because running a business is frickin' hard work* ? 😊

*Through my coaching and web-based technology, I help start-up entrepreneurs get clients, making great money doing what they love!*

*In fact, when Susie went through our Bootcamp, she had eight new paying clients, was growing her mailing list, booking three appointments with new prospects each week, and was making 3x the money she had ever made, all before our 10-week Bootcamp program had ended!*

DON'T  
FORGET TO  
PAUSE AND  
SMILE to give  
them time to  
think of the  
people they  
know that fit  
this description.

So there you have it.

Your theme and your 5-Part Conversation Template.

Can you see how much easier it is now going to be when someone asks you “So, what do you do?” Or when you sit down to start creating marketing content – whether it’s a newsletter article, material for your webpages, a title for your program, or naming your sample sessions?



This cornerstone piece of clarity permeates all aspects of your business. And NOW you are prepared to start setting up your well-oiled machine! Now you're equipped with the core message, words and phrases that you need to develop effective content that gets plugged into your well-oiled machine so you can easily implement the best practices. And now you're equipped with the core words/phrases to effortlessly have effective conversations.

Alright, there it is – your [Transformational Statement Template](#) and your [5-Part Conversation](#).

*“That's one small step for you, and one giant leap for your business!”*

What we've just done may feel like one small step towards setting up your business. But it's a giant leap when it comes to **how easy it will now be to implement** all the next necessary steps, and towards eliminating “hope” marketing. You'll become confident in your marketing message being effective, engaging, and converting.

And now, **you're equipped and prepared to continue down the path to setting up and launching your business**, and positioning yourself to confidently find leads and get clients!



## YOUR ROADMAP TO SUCCESS

---

I've detailed every step for you to take in the next workshop segment in our Coaching Business Roadmap to Success.

You will finally have the precise steps AND the precise sequence to set it all up in, so you have a structured step-by-step path to getting your coaching business off the ground! Doesn't that feel good?!?



I truly hope that these Templates (and the free training video I've given you) have brought you clarity and confidence in knowing how to talk about what it is that you do. Not only can you confidently answer that question "So, what do you do?" but you also have the core components necessary to create any marketing and content for your business.

In the next videos in my [Business Building Quest Workshop Series](#), I'm giving you the free Coaching Business Roadmap to Success download so you know the precise sequence to set all of this up in – I've taken the guess-work out of it, so you can confidently build a strong foundation for your business. -When you know all the steps to take, the order to take them in, and where to put your attention and focus, you can proceed in setting up your business at your perfect pace. Some who are focused on their business full-time move rapidly through the Roadmap steps, while others,, who have full-time families or are still in a j-o-b may move through it more methodically, balancing all aspects of their lives. It's up to you to move as fast or as slow as you desire.



Once you begin to set up your business in this way and get things organized and streamlined behind the scenes, the quest of building your business is more of an adventure than a burden.

You won't be scrambling behind the scenes freaking out with that "oh, crap, now what do I do?!" moment. You won't be exhausted from the piecemealing your back end together with redundant technologies, or spinning your wheels trying to find new leads, and convert them to paying clients.

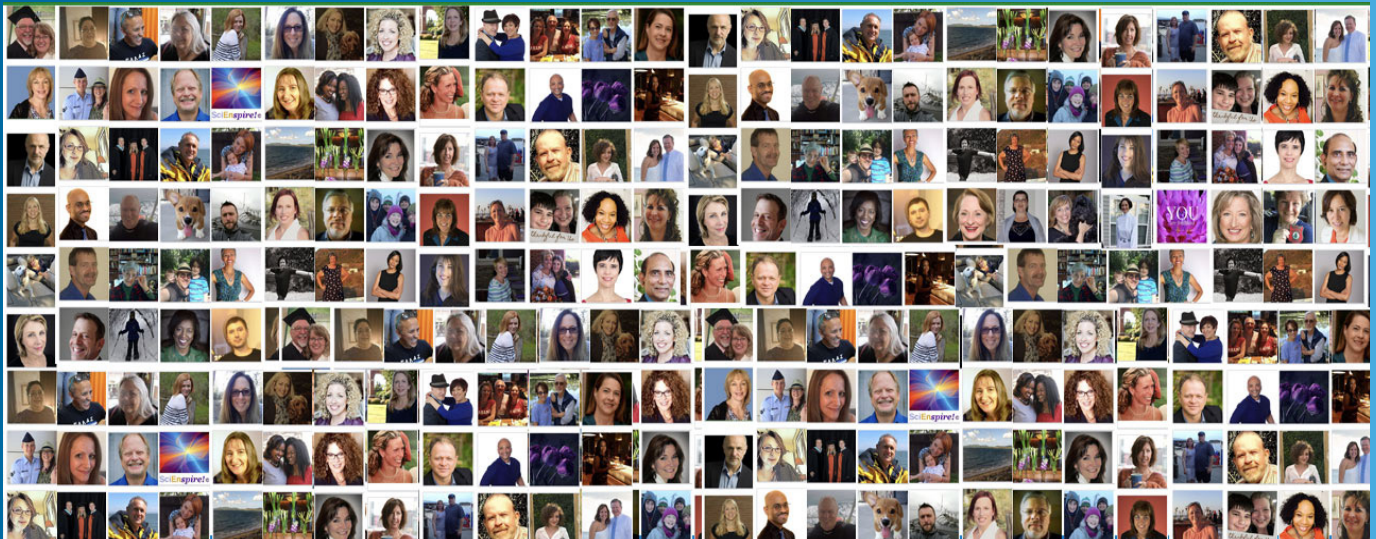
I know some folks will take these resources I'm giving and get started right away.

**And that's AWESOME!**

## JOIN THE FUN, COMMUNITY & CONVERSATIONS

If you want to take the next step ... if you REALLY want to step up and stop the overwhelm, and break free from the chaos, fear, and doubt about your business ... well, in a few days I'm going to release the next resource and mini-training video in our Workshop Series. So be on the lookout, in your inbox, and get your hands on that as well. When you combine these two resources, you create a solid foundation to your business that is sustainable and scalable to whatever level you want your coaching business to reach.

In the meantime, you can continue the adventure in this private, Coaching Lifestyle FB group where I'm continuing these discussions and teachings on my resources and video trainings. I'll be conducting FB Lives, answering questions, and sharing additional resources. So be sure to **join this FB Group that is supporting continued learning, deeper discussions, and implementation throughout this Workshop Series!**



Here's to your success,  
Melinda

