

Playsheet to Determine Your Message

Problems-Benefits-Results: Your message to ideal prospects should clearly convey what you do and how you can help them. When you decide what problems you can solve, how your clients will benefit from working with you, and what results they can expect to get, you will have language you can use in your marketing.

A useful way to create your message is to fill in these categories:

1 What are the problems you can solve?

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

2 What are the benefits of working with you?

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

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3 What are the results from working with you?

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

4 Your message

Write out your message using one element from each of the 3 sections above.

Example: "I help new mothers (target) who are struggling to learn new baby skills (problem) by teaching them how to care for their baby (benefit) while having a normal life with the rest of their family (result)."

To get more tips and resources for coaches, go to www.iaplifecoaches.org/toolkit You will get the IAPLC "Life Coach Business Toolkit" with 5 valuable tools to support your coaching business.