

Crafting Your Marketing Messages to Attract Your Ideal Client and Grow Your Coaching Practice

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ABSTRACT: In today’s competitive coaching industry, it is not enough to be certified. You need to identify your ideal client and communicate your value clearly and powerfully. That is where your messaging comes in. For many career coaches, “selling” feels uncomfortable—it conjures images of pushy pitches and hard closes. However, here is the truth: selling is simply sharing. It is articulating how you help, who you serve, and what transformation is possible. When done right, your messaging becomes your best marketing tool—it builds trust, connection, and action. Coaches often struggle with crafting the right message or language about their business that will attract their ideal coaching client. It is critical to craft words that will not only attract them but also help them see that you understand their challenges and problems and that you offer solutions to help them. The materials in this article are taken from the book *The Coach Business Guide: The Path to Launch and Grow Your Coaching Practice* (Rhonda Boyle and Anne Herbster, 2022) and will help you craft your practice by creating messages that attract clients with confidence. This article highlights the core of that process so that you can start creating messaging that resonates, connects, and converts.

INTRODUCTION

As a coach, you are often asked about your coaching style and the services you offer. Speaking directly to your ideal client and answering these questions in a way that attracts them to learn more about what you do should be your goal. Choosing the right words to describe what you do will help capture their interest and ultimately earn their commitment to working with you. They must see that you understand their problems and challenges and that you offer solutions to help them. It is not about your certifications; rather, it is about helping them see that you can address their needs and challenges and guide them in transitioning to

where they want to go. By following a proven process, as outlined in this article, you will be able to craft your own message to succeed in your business.

Step 1: Speak Their Language

Great messaging begins with great listening. What are your ideal clients struggling with? What words do they use to describe their challenges? Here are some words and phrases they may be using:

- Overworked
- Underpaid
- Dead-end job
- Toxic workplace
- No opportunity for growth

Your goal is to brainstorm a list of keywords and phrases that align with your audience's reality. Start broad and then narrow down to the language that resonates most. Consider what concerns your clients the most—especially those things that are keeping them up at night.

Step 2: Offer Clear Solutions

Once you have identified the pain, show the path forward. How do you help clients uplevel their careers? What tools do you use to help them land an interview or negotiate better packages? Use language like the following:

- Align your passion with your skills.
- Land your ideal job faster.
- Break the glass ceiling.
- Find clarity and confidence.

Those looking for coaching want to know how you can help them.

Step 3: Build an Emotional Connection

Logic does not sell—emotion does. You need to speak to the heart as much as the head. Make them feel seen and know that you are there to help. Use phrases like the following:

- You are not alone.
- Take back control of your career.
- It is time to get out of your rut.
- Stop being held back!

Step 4: Paint a Vision of Hope

After highlighting the pain, show what is possible. Hope-oriented messaging creates the emotional uplift that inspires action. Your audience wants to know there is a better future ahead. Speak to that vision:

- Follow your passion.
- Build a career you love.
- Get a job that values you.

- Get paid more than you have ever earned before!

Hope will help them see what they truly want—possibilities they may have forgotten or are unable to see through their current situation.

Step 5: Ask Challenging Questions

Questions are powerful. They prompt reflection and create curiosity. If used properly, they can drive your potential clients toward making the necessary changes. Here are some examples:

- Are you stuck in a job that drains you?
- Do you dread Mondays?
- How much longer are you willing to suffer?
- What would change if you loved your work again?

The goal is to have your reader say, “That is ME!” They must see themselves in your messages.

Step 6: Show the Cost of Inaction

Make the stakes real. If your ideal client does nothing, what is at risk? Do not be afraid to highlight the consequences. You are not fearmongering—you are being honest about what is on the line for them if they choose to do nothing. Consider words that hit home:

- Lost income
- Increasing stress
- Skills going stale
- Missed advancement opportunities

Step 7: Share the Journey and Invite Them In

Show what it looks like to work with you. Describe your process, your support, and the outcomes they can expect. A couple of examples:

- In six short weeks, we will define your goals, polish your résumé, build a

strategic job search plan, and equip you to network like a pro.

- During our work together, we will assess your challenges and help identify your ideal job.

Step 8: Extend a Clear Call to Action

No offer is complete without a clear call to action. You want them to do something, and you must tell them what that is. Here are some examples:

- Book your Discovery Call now.
- Download the Job Hunt Cheat Sheet below.
- Register now for the upcoming workshop.

Using links, make it easy for your potential client to say “Yes!”

FINAL THOUGHTS

Messaging is not about sounding smart or telling people who you are. It is about making your ideal client feel seen, understood, and excited to take the next step. As a career coach, you are in the business of transformation. Your words should reflect that. Your future clients are out there—make it easy for them to find you. A suggestion would be to test your messages on prior clients and other coaches. Ask what they are hearing and whether it aligns with what you are offering. Once you believe it is ready, practice with others so you feel comfortable speaking with prospective clients.

Many resources are available to help you grow your coaching practice:

CoachBusinessGuide.com/resources/