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Parallel Coaching Academy

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ParallelCoachingAcademy.com



This 4 part blog series will further immerse into your ideal client.

If your looking for a simple proven system to attract even more ideal clients then head over to our follow up blog series today >>

TAKE ME THERE

See what the Academy has to offer >>

Parallel Coaching

Academy



ABOUT

<u>ParallelCoachingAcademy.com</u> is a community where health, well-being and fitness professionals come to kick-start their business.

Mindset, Fans, Dashboard, Starter blog series will truly get you moving...

NOTE: If you are new to the Academy, you can click any of the links above for free, gaining instant access to our most popular blog series on the subject that interests you most:

BUSINESS MINDSET ~ BUSINESS FANS ~ BUSINSS DASHBOARD ~ BUSINESS STARTER

If you like what you see, you can subscribe to our Parallel Coaching Academy Newsletter and get the latest blogs, reports and guides in your inbox every week...

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The Client = ?

Let's say you set up a small boot camp in your local park because you love working outdoors and with funky functional equipment. You get to do what you want, which is train outdoors.

However, do your potential clients want that? Do they want what you want to do?

Does this attract all the clients you want and need? This is a risky approach.

You may get a few clients but it's not a sure fire way of guaranteeing clients.

Is the boot camp in the park, the X (treasure) on your business MAP.

You could change your product or service, still in the park, but hit your treasure sooner.

So, what you really want to do is = TRAIN AND HELP PEOPLE! Am I ri

Am I right...Y£\$...?

And make MORE MONEY...

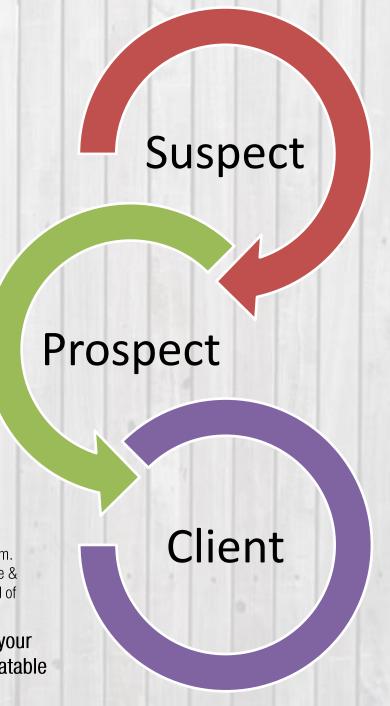
How you do this, really does not matter. Providing it makes a Return on Investment.

If you get it right, you hit the treasure sooner, you end up training more people

And helping more people than you ever imagined.

So, understanding everything about your clients' upfront allows you to head out and attract them. Attract them with laser light focus! Attract them using their language, their readiness to change & readiness to buy. You can then easily move them through a marketing and sales funnel instead of getting frustrated with the lack of results...

If you take action on the following information before you dial into your product or service, you are more likely to get sustainable and repeatable results with a laser light focus on your client.



Find Out... W?

The first question... Find Out Where the treasure is? The treasure being you ideal client!

There is no point digging for treasure if you don't know where it is on the MAP.

So, ARE YOU WILLING TO TRAVEL FOR THE TREASURE? Or

01

ARE YOU GOING TO MARK A TERRITORY TO DIG WITHIN?

Both are spot on.

Are you going set a territory of say 10 miles radius of where you live or the gym you operate from?

Or are you going to travel to find the biggest pot of gold?

Once you know your territory, you can then start immersing yourself into your clients world...

Find out as much as possible about the people in your territory and highlight the trends of any health, well-being and fitness pains. I don't mean pain, as in physical pain (well maybe). I mean, what they have been trying to solve for many weeks, months or years but can never seem to find the solution. This could be weight loss, muscle size, better sleep quality or maybe being pain free

from their arthritis. What is their PAIN?



Where are they?
Who are they?
What do they want?
What is their pain?
What do the need?
What is your competition doing?
When do they want you?
WHY do they want you?
Why are they still in pain?
The more questions you ask...

WHO

WHAT

The more questions you ask..

CLARITY = POWER



Now you know a lot about the people and trends in your territory, you can start to build an ideal client avatar.

What Is A Client Avatar? A Client Avatar is an individual with a name, a picture and specific demographic and other characteristics or your ideal client.

An avatar is not a real specific person; it is a composite of characteristics of many real people within your territory.

Why Your Ideal Customer Avatar Is Important? Without your ideal customer avatar your marketing will be generic and ineffective. For example the copy on your website and in your emails will be boring with no real purpose or clear message. What this means is you'll attract less than ideal customers, you'll confuse your readers and your business will not be fun.

You are describing your target market, the people that you want most as your clients and will most likely to buy from you again and again. It needs to be specific and focussed. A common mistake many people make is to create a client avatar that is too broad and general. Your avatar needs to speak to your ideal client in a way that when they do come upon your marketing material, it's almost like you've read their mind... You've identified their pain points, fears, frustrations, desires and dreams.

As a result of going through this process, you will come up with copy and sales messages that can be used on your website and other marketing material time and time again. TAKE AWAY MESSAGE: SPEAK TO YOUR IDEAL CLIENT & USE THEIR LANGUAGE...













What Information Goes Into A Customer Avatar?

A client avatar brings together the facts you've gathered from thinking about, watching and listening to the people within your territory.

You need to really take the time to get into their heads.

- ✓ Key phrases or quotes
- ✓ Experience, expertise
- ✓ Emotions
- ✓ Values
- ✓ Social and cultural environments
- ✓ Buying Habits
- ✓ Demographics age, sex, marital status etc
- ✓ Hair, eye colour, you name it yes that's right!

We immerse into the ideal client avatar with laser light focus in the academy.

A key set of questions you will identify:

What does your ideal client need and want in your territory?

What language do they use to represent the needs and wants?

Why their needs and wants have yet to be met?

What product or service will fully met them?

How much (emotionally & financially) are they willing to pay?

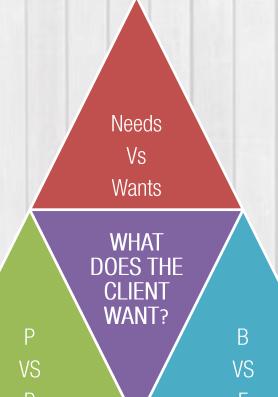
Where exactly are they in your territory?

When and where can you market to them?

Plus many more questions...

The academy utilises our "NEEDS Triangle System"

Leaving you with a complete set of ideal client avatars...









The Academy ABS *System* takes absolutely everything you know about your ideal client avatar and places all this into building the perfect product or service for them.

System

A product or service that truly meets their needs and wants. And resonates with them on many levels.

Solve their pain points, fears, frustrations with a product or service that provides their ultimate desires and dreams...

So many health, well-being and fitness professionals go straight for building the product or service without truly understanding their ideal clients and setting their territory.

Ultimately, deep down all health, well-being and fit pros want to help as many people as possible through challenging their lifestyle, nutrition and fitness. **Quite how you do this is the million \$ question...** There are tons of ways to package up such a product or service. And quite often, most package up a product or service they wish they could do themselves and/or one they want to provide! Not one geared entirely for their ideal client.

Can you see how risky this is...? What if this product or service does not meet the wants and needs of the people in your? You'll end up frustrated and using a scatter gun approach to marketing and sales to get anyone and everyone...

Working with your ideal client, providing them with THEIR ideal product or service is much more rewarding for all, more fun and much more lucrative.

And what's more, you position yourself as the "GO TO EXPERT" in that niche, giving you the right to charge more and get paid what you are truly worth.

SERVE It To Them On A Silver Platter...

Conclusion



Define your territory and treasure MAP.

Don't rely on a scatter gun approach anymore...

This guide is your weapon in the battle for attracting them first.

Print this guide and keep it on your desk.

Access it when you are in the need of understanding your ideal clients every move and watch your traffic soar.

See what the Academy has to offer >>

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