



Build Your Successful Coaching Practice
Action Worksheet 3a: Create a Purposeful Website

Objective: Write copy that will inspire a series of emotional responses leading your target and ideal clients to schedule consultations with you.

Under each of these steps, list words, phrases, and images that would resonate with your target and ideal clients. Then use your lists to inspire great website copy.

1. “Hey, that’s me!”

Questions such as: Are you experiencing _____? Do you want to _____?

2. “Yes, that’s what I need.”

The benefits clients can get from working with you.

3. “This coach could help me.”

Credentials and experience that inspire trust by signaling your accomplishment and credibility.

Remember: KEEP CALM AND BREATHE DEEPLY

You’re looking for whatever will best inspire trust and signal competence to your target and ideal clients. So think about your professional and personal experience, education, coach training, related skills, approach, and anything else that will inspire confidence.

4. “I can picture this.”

Brief, clear description of services and what clients can expect.

5. “I’ll try it.”

Very little text here, just a simple process to contact you for a consultation.