MESSAGING FOUNDATION

Messaging Map Workbook

The messaging foundation for your website and client journey

Your business:

Your name:

Date:

Your business:

The messaging foundation for your website and client journey

Use this workbook to think through the message behind your coaching business before you start changing your website. Work through each section in order and focus on what your clients need to understand, rather than trying to write polished marketing copy.

Tip: Write freely. You are looking for the clearest thinking, not the perfect wording.

01 Your Aligned Client

Who are you best placed to help?

Person, organisation or situation • Stage, context and defining needs • Who is the strongest fit, and why

02 Their Current Situation

What is happening before they start looking for help?

The problem in their own words • Recurring frustrations or obstacles • The moment that prompts a search

03 Why This Matters

What happens if nothing changes?

Practical cost of staying here • Commercial impact or missed opportunity • Emotional weight of the problem

Example: “I work too many hours” may really mean “I built the business for freedom, but everything still depends on me.”

04 Their Desired Outcome

What are they really trying to achieve?

The future state they want • What meaningful progress looks like • The result, not the coaching service

05 What Becomes Possible

So what changes when they achieve it?

What the outcome unlocks • Emotional, commercial or lifestyle gain • Why that deeper benefit matters
Example: “A stronger leadership team” may ultimately mean “I can step away without worrying that everything will fall apart.”

06 Your Role

How does your coaching help them move forward?

How you guide and support them • What your coaching helps them do • Keep the client at the centre
Focus on the role your coaching plays in helping the client create change, rather than describing every part of your coaching process.

07 Why You

Why should the right client trust you to guide them?

Empathy What you understand about their world

Experience Relevant expertise and lived experience

Proof Results, testimonials or credentials

08 The Path Forward

How do you make moving forward feel simple?

01 Step one

02 Step two

03 Step three

How The Right Client Moves Forward

Interest → Trust → Helpful Step → Discovery Call → Client

Ready now

What is the clearest next step?

Interested but not ready

What useful next step could help them build trust?

Your Core Messaging

Now bring your thinking together. Do not worry about making these final website headlines yet. Summarise the clearest version of the message you want the right client to understand.

Primary Positioning Statement

The clients you help, the outcome they want and the role your coaching plays in helping them get there.

Core Problem Statement

The central challenge your client recognises, expressed clearly in language they would understand.

Success Statement

What becomes possible after working together, including why that change really matters.