

# DAY TWO

WHO WILL IT SERVE?  
PINPOINTING THE CLIENT



Hosted By  
*Coach JJ*

Ready  
Set

# Coach

The 10-Day Coaching Business Accelerator  
For Aspiring & New Coaches to Enrol Paying Clients

Create Your High-Converting  
Signature Offer in 10 days



## Day 2: Who will it serve?

**Welcome to Day 2 of the Business Accelerator!**

Today, we're going beyond demographics to dig deep into identifying your ideal client. We're focusing on who they really are—their identity, emotions, mindset, and the transformation they seek.

As life coaches, we are our first clients. The struggles, fears, and breakthroughs you experienced are often a mirror of what your ideal clients are facing right now. But as you reflect on your journey today, I want you to approach it from the mindset of a victor, not a victim.

You may still face challenges, but you are further along than you once were. Your ideal client isn't looking for perfection. They need someone just a step or two ahead, someone who can guide them to their next level.

This isn't about getting all your ducks in a row—it's about being real and offering them the transformation they're looking for because you've walked the path before them and understand them enough to know their needs and ultimately, their desires.





# Pinpointing Your Client

## Understand Your Ideal Client's Identity

When we think of our ideal clients, it's easy to focus on generic details like age, gender, and income. But the most powerful offers are built on a deeper understanding of who that person is at their core.

**Your client's identity is shaped by:**

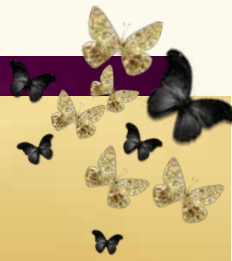
- Their emotions: How do they feel right now?
- Their mindset: What limiting beliefs are keeping them stuck?
- Their desires: What do they dream of achieving?
- Their self-perception: Who do they believe they are, and who do they want to become?

By understanding these aspects of your ideal client's identity, you can create an offer that speaks directly to their heart.

**“What are you  
REALLY selling?”**



# Your Task Today Is...



## Day 2 Task: Identifying Your Ideal Client: Step-by-Step

Now that you understand the importance of going beyond surface-level demographics, we're going to break this down into three clear steps. By the end of this exercise, you'll have a crystal-clear understanding of who your offer will serve.

### Step 1: Demographic Basics

Start with the basics to create a profile of your ideal client.

- What is their age range? (Example: 30-45 years old)
- What is their occupation or professional status?(Example: corporate professional, entrepreneur, single parent)
- What is their education level or income range? (Example: bachelor's degree, earning \$50,000+ annually)

# Your Task Today Is...

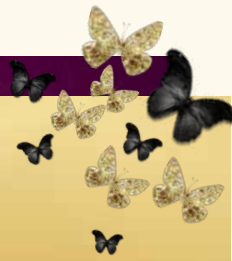


## Step 2: Psychographic Insights

Next, dive deeper into their mindset, lifestyle, and values.

- What are their core values? (E.g: growth, security, family, integrity)
  
- What is their biggest fear or challenge right now? (Example: fear of failure, lack of direction, fear of change)
  
- What motivates them to take action? (e.g.: desire more confidence, financial freedom, work-life balance)

# Your Task Today Is...



## Step 3: Real-World Vocabulary & Identity Alignment

In this step, we're going to combine what you've learned about your ideal client's identity with real-world language they use to describe themselves, their challenges, and their desires.

Go to a Facebook group, forum, or community where your ideal clients are likely to hang out. Find at least 5 posts where people are describing their current struggles or asking for help. As you review these posts, pay attention to:

- How they describe themselves and their situation (identity and self-perception)
- Their limiting beliefs (e.g., "I'll never get this right," "I'm not good enough")
- Their current emotions and challenges
- What they desire (the transformation they're hoping for)

Capture the specific words and phrases that stand out:

How They Describe: *Themselves & Their Situation, Limiting Beliefs, Challenges & Emotions, Ultimate Desires.*

Use this insight to align your messaging with both their challenges and the transformation they are seeking.

# Your Task Today Is...



# Wrapping Up

Well done on completing Day 2! You've taken a deep dive into the identity of your ideal client, and that's the key to making your offer truly stand out. Tomorrow, we'll continue building on this work, shaping your signature offer so that it connects with your ideal client on a deep, emotional level.

At this point, you have a clear understanding of who your ideal client is—not just on the surface, but at their core. The more you understand your ideal client's identity, the more aligned and powerful your offer will be. You're not just creating an offer—you're facilitating a transformation that your ideal client deeply desires.

## Your Daily Dose of Courage

Take that first step of courage by sharing in the group who your ideal client is. What challenges are they facing, and how does your offer meet their needs? This is your chance to inspire others while gaining clarity on who you're truly serving.

Tomorrow, we'll continue building on this work, shaping your signature offer so that it connects with your ideal client on a deep, emotional level.

Remember, if you have the VIP Success Pass you can submit your work via email or in the private Telegram group.

With love, purpose & power  
Coach JJ



WELL DONE!

