NEW COACH LAUNCH PACKAGE

Coaching Brand & Target Audience Workbook

Finishing your coaching training is one thing. Explaining your work to someone who has never heard of you is another.

You may already know who you want to help, or you may still be exploring. Both are good places to begin. These exercises will help you organize your thoughts before we meet.

Your answers will guide our Zoom conversation and help us prepare your professional interview and press releases. We want your real point of view, not marketing slogans.

HOW TO USE THIS WORKBOOK

- Start with the first two questions in Exercises 1-7 (about 30-40 minutes).
- Other questions can wait. The example page is there if you need it.
- Bring your answers to the 60-minute Zoom consultation.
- Protect client confidentiality. Use anonymous or fictional examples.

IMPORTANT: SAVE YOUR ANSWERS

Save a copy of this PDF on your device before typing and save it again regularly. Browser viewers may not save form answers automatically. Download or save the completed PDF before closing it, or your answers could be lost.

EXERCISE 01 | BEFORE THE CONSULTATION

Start with the coaching you offer

You do not need a perfect brand statement. Begin with what is true about your work.

Use the language you would use in conversation. You can polish it with us later.

What kind of coaching do you offer, or plan to offer?

What could someone realistically book a session with you for?

What relevant training, experience, or perspective do you bring?

Only include qualifications and experience you can substantiate.

Which clients or situations are you most interested in working with?

Optional: think about where your interest and strengths meet.

EXERCISE 02 | BEFORE THE CONSULTATION

Choose who you want to reach

A useful audience is defined by a recognizable situation, not just age or job title.

> “People who feel stuck after a career change” is clearer than “women aged 30-50.” Treat your audience as a starting hypothesis.

Who would you most like to work with in your first year?

Describe a situation or stage of life, not just demographics.

What might be happening when they consider seeking coaching?

What would make them say, “I need some help with this”?

What have you actually heard people say about this problem?

Optional: quote real conversations without identifying anyone. If none, write “Not yet.”

Have you spoken to anyone in this group? Who could you ask?

Optional: note a conversation you had or one you could arrange.

EXERCISE 03 | BEFORE THE CONSULTATION

Find the problem they recognize

People often look for help with a problem or a desired experience, not a method.

Try everyday language: “I keep putting off difficult conversations” tells you more than “I need empowerment.”

How might a prospective client describe what feels difficult?

If you have heard their actual words, use them. Otherwise label these as guesses.

Where does this problem show up in everyday life?

Describe a specific moment, choice, or recurring situation.

Which assumptions about this audience still need checking?

Optional: do not turn assumptions into facts in your publicity.

EXERCISE 04 | BEFORE THE CONSULTATION

Understand what they want instead

Clients also care about what they hope will feel or work differently.

Choose small, recognizable changes. Coaching cannot guarantee a particular outcome.

What would these clients like to feel, do, or experience differently?

Think beyond generic aims such as “transform my life.”

What might progress look like in a normal week?

For example, speaking up in a meeting or setting a boundary.

What results would you avoid promising?

Optional: consider scope, qualifications, and realistic expectations.

EXERCISE 05 | BEFORE THE CONSULTATION

Show what working with you is like

How you work matters. So do the beliefs and values behind your approach.

Your point of view can be a genuine part of your professional identity. Describe it without inventing a unique method or promising results.

What typically happens in a coaching session with you?

Explain the experience in everyday words, before naming techniques.

What do you believe about personal growth or change that shapes your coaching?

Choose one belief you can genuinely stand behind—not a slogan.

What would you most like clients to experience when working with you?

Think about the quality of the conversation and relationship, not a guaranteed result.

Who might not be a suitable client for your coaching?

Optional: consider your scope, professional boundaries, and referrals.

A SHORT WORKED EXAMPLE | OPTIONAL

From a broad idea to a clearer message

This fictional example shows how the questions fit together. It is not a template you have to copy.

FIRST THOUGHT

“I help people feel more confident.”

WHO THE COACH WANTS TO REACH

New managers who hesitate to speak up when they disagree with colleagues.

A PROBLEM THEY MIGHT RECOGNIZE

“I know what I want to say, but I freeze in difficult meetings.”

WHAT THEY HOPE WILL CHANGE

Being able to take part in challenging conversations with more ease.

WHAT COACHING ACTUALLY FOCUSES ON

Exploring hesitation, preparing for conversations, and practicing clearer boundaries.

A CLEARER FIRST DRAFT

“I work with new managers who find it hard to speak up at work, especially in difficult conversations. In our sessions, we explore what holds them back and practice ways of expressing themselves more clearly.”

Notice what changed: not a bigger promise, but a clearer picture of the people, the situation, and the coaching conversation.

EXERCISE 06 | BEFORE THE CONSULTATION

Write your first draft

You do not need to get the words right on the first try. Start with something you could say aloud.

A possible structure: “I work with [people] dealing with [situation]. Our work focuses on [direction of change].” Use your own words.

First draft: How would you explain your coaching in one sentence?

Read it aloud. Does it sound like you?

First draft: Introduce yourself in 40–60 words.

Write what you would say today. We will return to this after the consultation.

Which words in your draft feel vague, exaggerated, or unlike you?

Optional: cross out anything you would never say in a real conversation.

EXERCISE 07 | BEFORE THE CONSULTATION

Prepare for our Zoom conversation

Your workbook is preparation for a conversation, not an exam.

Bring your notes, any existing website or profile text, and the questions you most want to discuss. We will prioritize what matters.

What is hardest to explain about your coaching practice?

Identify the one point that currently feels unclear.

What would make our 60-minute meeting genuinely useful to you?

Choose one realistic decision or piece of language to refine.

Where can we see your current work, if anywhere?

Optional: website, profile, LinkedIn, or “Not launched yet.”

EXERCISE 08 | MEDIA PREPARATION

Gather material for your interview

Good interviews come from a point of view, not a collection of buzzwords.

These are notes for our editorial team, not final interview answers. Protect client confidentiality.

What brought you into coaching?

Share a real moment or experience instead of a generic origin story.

What is one thing about your approach that people often misunderstand?

Give an example if you can.

What everyday situation could illustrate your coaching perspective?

Optional: use a fictional example or an anonymized one with no identifying details.

EXERCISE 09 | MEDIA PREPARATION

Identify real press release topics

Your package includes three press release publications, each based on a real announcement.

One practice launch is a good starting point. Do not invent workshops, credentials, client results, or future milestones just to fill the package.

Announcement 1: What is genuinely new about your practice?

For example, the opening of your coaching business.

Announcement 2: Is a particular service, program, or event being launched?

If nothing is confirmed, write “Not yet.”

Announcement 3: What future development might be newsworthy?

Optional: real milestones only. We can discuss timing and suitability.

EXERCISE 10 | DURING OR AFTER THE CONSULTATION

Your working brand message notes

Bring together the ideas you want to discuss. You do not have to finalize them yourself.

These are your working notes. After our Zoom consultation, Transform Wire Media will prepare your Personal Brand Message Summary based on the agreed direction.

The people I most want to reach are ...

Name an audience or recognizable situation.

A problem or desire they recognize is ...

Use their likely words; flag anything you still need to check.

The work we could do together focuses on ...

Keep it specific, credible, and within your training.

EXERCISE 10 | DURING OR AFTER THE CONSULTATION

Refine your introduction

Compare your first draft with what feels clearer now. These are notes, not the final TWM summary.

The finished Personal Brand Message Summary is prepared by Transform Wire Media after the consultation, using the direction we agree on together.

Refined draft: Introduce yourself in 40–60 words.

Look back at your first draft on Exercise 6. What would you now say more clearly?

If someone asked, “Why should I consider working with you?”, what would you say?

Answer naturally in two or three sentences. Help them understand fit, approach, and experience.

WHAT HAPPENS NEXT?

Bring your notes to our Zoom consultation. We will refine the main message together. TWM will then prepare your Personal Brand Message Summary and use the agreed direction to inform your interview and suitable press release topics.