

The #FreshFormula

Training #2: Understanding Your Ideal Client and Creating Relatable Stories that Connect with Them

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What's Happening

- **The 3 S's:**
 - **Training #1: SOLUTIONS + Attraction Marketing** – Defining what you're going to be known for in the space, establishing authority + attracting the people who need you
 - **Training #2: STORIES + Ideal Client**– Understanding your ideal client inside and out, and creating relatable content that connects + shows them how to be successful
 - **Training #3: SERVICES + Selling** – Identifying what services you will offer to monetize, how it will be delivered and putting yourself on the hook to make it happen ASAP
- **HOMEWORK:** Each training you'll have small assignments I'll be asking you to do and then report in our closed FB group that you've completed it (or ask for help if you're having trouble)
- **THURSDAY NOVEMBER 5TH:** Invitation to join me in 2021 for a 6-month business-building coaching program called Fitness Business Accelerator (FBA) – more details to come!
 - **Starts January 4th***

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Intro to Stories – Create Connection

- In Training #1 we discussed being the Expert – “Solutions” posts
- This week, we’re discussing being the Friend – “Stories” posts
- **REVIEW: People buy from those they know, like and trust:**
 - Trust = authority + relatability (Pratfall Effect)
 - Know = familiarity + consistency
 - Like = connection + similarity
- **STORIES** about who we are, what we like, how we operate, what we’ve been through and overcome = connection + trust
 - Your ideal client will be attracted to the transformations you share
 - Your ideal client will connect with your struggles and desire your successes
 - How can someone buy from you if they don’t know who you are and what you help with? WE NEED TO TELL THEM.

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Review: Niche + Pitch Exercise

- Who are you BEST at helping? And who do you NOT help?
- **The Niche + Pitch Exercise (HW):**

Ideal Client Avatar (ICA) Who you help Get specific	Who you don’t help Get specific
What exactly you help with What are you the absolute BEST at? What transformation are you the BEST at facilitating?	What are you NOT the best at? What will you refer out for? What do you NOT do?

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Use STORIES to Attract Your Ideal Client

- Who are you trying to reach?
 - **Most likely, your Ideal Client Avatar (ICA) will be a previous version of you**
 - They are **currently** where you used to be
 - Not always, but this is the easiest place to begin – if this is not the case, then you do need to have a good amount of client case studies in this demographic
- In order to connect with their **current** struggles, you have to share YOUR story:
 - **“Before”** – what you used to do, how you used to feel
 - **“Bridge”** – what happened? Aha moments, when you changed the script, hired a coach, something changed for good, etc.
 - **“After”** – how you currently do things, how you feel now

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Use STORIES to Attract Your Ideal Client

- **If you can describe how someone *feels* better than they can, they *automatically assume* you have a solution (and you do!)**
- Stories posts are about FEELINGS:
 - Name the emotions
 - Frustrations
 - Daily struggles
 - Patterns
 - Thoughts and feelings
- **“Before” version 1:** “I used to wake up and do 2 hours of cardio every morning.”
- **“Before” version 2:** “I used to wake up and immediately dread what I was going to make myself do. I’d feel so tired, so exhausted, but also be terrified that if I didn’t get in all my cardio, that I’d gain 50 lbs overnight, or that my world would implode. I remember just being so miserable, but not knowing what else to do.”

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Use STORIES to Attract Your Ideal Client

- **“Bridge” version 1:** “I finally hired a coach who showed me how to do things better.”
- **“Bridge” version 2:** “I knew I needed help but I didn’t know who to turn to. I ended up reaching out to a local nutrition coach who I knew did macro counting. At the time, I had no idea what macros were, but I was intrigued. I contacted the coach and HOLY, it was more money than I’d ever considered spending on my health, but at this point I was so miserable doing what I was doing that I didn’t care. I hired that coach and everything changed for me.”
- **“After” version 1:** “I learned how to count macros and it just clicked for me. I haven’t had any issues with my nutrition since.”
- **“After” version 2:** “It took me a while to get the hang of macro counting, but I’d finally found something that made sense, that gave me the structure I needed plus the flexibility to incorporate my favorite foods. Now, I never feel deprived. I know exactly what I’m putting in my mouth, I trust that I’m eating healthy and could literally do this forever. Things feel easy, automated and I’ve finally found food freedom.”

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Kinds of Stories

- **Macro stories** – these are your 1-3 BIG stories of transformation
 - You used to be X, now you are Y
 - You can/should share your macro story at least 1x/quarter
 - Will be on your website, in your bio section on landing/sales pages, etc.
 - This is the BIG story about you
- **Micro stories** – these are small instances that *exemplify* the Macro story
 - These are moments in time: “Last week, I did X and it occurred to me that Old Jill, back in my food obsession days, would have done Y. Here’s how I made that switch...”
 - Share these at least 1-2x/week on social media
 - Humans learn through stories, it’s how we remember things
- **Emotions sell** – people need to **feel** the emotions to connect and then be moved to action
 - “Facts tell, stories sell.”
 - Your Solutions posts are useful, but people won’t invest if they don’t feel connected

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Remember ...

**No one cares how much
you know until they know
how much you care.**

- John C. Maxwell

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Connect Using Knowables

- **Knowables are things that have nothing to do with your expertise, but that people connect with human-to-human:**
 - What are your daily rituals?
 - What's quirky or different about the way you do something?
 - What people and/or pets are in your life? What are the storylines?
 - E.g. What kind of music do you listen to?
 - E.g. How do you take your coffee?
- What are the things we can come to "know" about you that might make us think, "Huh, if Jill lived next door to me, we'd be besties!"
- Write down 3-5 Knowables (HW)
 - They are true of course, but we'll also strategically play them up online

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Homework

BY MONDAY:

- Make a list of your “Before” emotions/struggles/frustrations
- Make a list of your “After” emotions/successes
- Describe what happened in the “Bridge” – what finally shifted?
- Share your macro story on social media
- Share a single micro story on social media
 - Add a Call-to-action (CTA) to connect with you if they’ve had a similar experience
- Write down your 3-5 “Knowables” and start strategically playing them up on IG stories and/or in your posts

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Questions?

- Post your homework in our closed FB group
- Tag me in your social media posts and use the hashtag #FreshFormula
- Be sure to be on live this Monday at 8:30pm EST/5:30pm PST for our final training
- Get Thursday Nov 5th at 9am PST on your calendar for FBA invitation

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