

# HOW TO CREATE AN IN-DEMAND HEALTH & WELLNESS COACHING BUSINESS



3 essentials every health coach needs to  
build a successful practice

————— *Piper Wellness Marketing™* —————

# Hello!

I'm Nicole Piper ...

*I help health & wellness coaches create a thriving practice by transforming their skills and training into a marketable business.*



Most of the health coaches I work with tell me the same thing ...

They never imagined it would be so hard to build a sustainable business. Many of them are stuck on how to market themselves to get more clients.

So they either do nothing ... or they spend a lot of time (and money) trying a bunch of different things. They build a website, network, post on social media, and so on.

Unfortunately, your success doesn't just depend on how much time, energy, or money you put into those sorts of things. What it does depend on is several key essentials that will set you up for success. That's what *The 3 Wellness Business Essentials* is all about!

By the time you're through reading this, you'll know how to create a coaching business that will attract people who want to work with you.

So let's get started!

# Wellness Business Essential

## #1

## Your Business Needs a Unique Marketing Advantage

There are tens of thousands of certified health coaches. And thousands of new ones enter the market every year. So unless a coach has a way of standing out, they'll be lost in the sea with all the other coaches out there.

That's why it's so important to position what you do in a unique way ... a way that will capture your future clients' attention. This is the secret to giving your business a **marketing advantage**. And it will help your future clients find you.

So how do you give your business a unique marketing advantage? It comes down to your positioning.

"Positioning" is a marketing term.

I like the way Seth Godin describes it. (In case you're not familiar with Seth, he's one of the most brilliant and authentic marketer's around today.) Seth says,

**"Positioning is about helping someone see how you can fill a hole in their lives."**

When it comes to positioning for health coaches, many people think this means picking a niche ... a specific group of people you will focus on serving.

And yes, that's an important part of it. But it's not enough to give you a unique marketing advantage. For that, you need to take things a step further ...

What you need is **The 3+1 Positioning Principles for Health Coaches**. That's what the next section is all about.

Let's start with the first 3 principles because they lay the foundation of your unique marketing advantage.

# Positioning Principle #1

## Person

The person you serve is your ideal client – your "niche" ... *for now*.

A lot of people get stuck trying to pick a niche. They think it has to be the *one and only* person they help forever more. That's simply not true.

It's unnecessary, and it's unrealistic, to put yourself under that kind of pressure. You will evolve over time. And so will your business. So I always tell people to pick a niche to focus on for the next 12 months. Then see where you are.

So why is there so much advice out there about picking a niche? Because focusing on one ideal client is the fastest way to build your health coaching business.

Here's why:

1. Your messaging will be focused. That makes everything you do to market your business work 1000 times better. So you'll save time, money, and get better results.
2. You'll attract clients who want to work with you because your messaging will resonate with them. They'll see you as the expert in helping people just like them.
3. You can charge more because people pay more money to work with an expert. Since most health coaches market themselves as "generalists," they compete against a lot of other coaches. When that happens, the decision often comes down to price. And that's never good (unless you want to be known as "the discount coach").
4. It's easier on you. You get to focus your attention on getting to know all about your ideal client and how to help them.

Okay, hopefully I've convinced you to focus on an ideal client for the next 12 months. So now it's time to get clear on who that is.

The next section will take you through the 3 questions that will help you choose your ideal client.

# Choose Your Ideal Client

## 01

### What problem do you solve?

This is the condition, disease, or desire that you will help people with.

If you're not sure what to do, think about the problems you already have some experience with. It could be your own experience, the experience of someone close to you, or it could be with people you've coached.

Now write down the problem or desire you want to help people with. (If you're stuck, try to at least narrow it down to 2 or 3. You may get more clarity about which one is best for you in the next 2 parts.)



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# 02

## Who do you solve it for?

There are a number of ways you can get specific about who you solve the problem for. Think about what types of people have the problem, why it may be particularly disruptive to a certain person's life, or make it challenging for them to fix. Below are some ideas to get you started:

- Demographics - men, women, teens, young children ...
- Life event - menopause, new parent, recently divorced ...
- Profession - contractor, truck driver, teacher ...
- Reason for solving the problem - wedding, presentation, medical test

Now brainstorm your "who":



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# 03

## Where are they on their health journey?

People can be at different stages with their health problem. And the messaging you use for each stage may be different. Here are a few examples of different stages:

- 1.They know their symptoms, but don't know why they have them
- 2.They've been recently diagnosed with a disease or condition
- 3.They've been dealing with their diagnosis or condition for a while, but aren't getting the results they want

Now write down the different stages people go through with the problem you solve, and pick the one you want to work with most.



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I hope those questions helped you decide on your ideal client!

Some people know right away, while others need more time to decide. Wherever you fall in that range is fine. Just keep at it. Because the coaches that carry through with this see how much of a game-changer it is!

Then once you have a steady stream of clients and income flow, then you can expand into other areas if you want to.

Okay, the good news is, that was the "heavy lifting" part. The next Positioning Principles are much easier once you've decided on your ideal client. Because now you'll be able to create messaging that will resonate with them.





# Positioning Principle #2

## Promise

The only reason a person will do something or buy something is because they believe it will make their life better. That's at the core of every decision we make. It's human nature.

So you have to show your future clients how working with you will make their life better. How will they benefit from working with you? That's where your Promise comes in.

People want to know the outcome they can expect. The more specific you can make the outcome the better.

This doesn't mean you should make bigger claims than what you can deliver. You have to be truthful about what they can expect. But there are ways you can say things that will show people what's possible without over-promising.

For example, you can say, "You'll lose as much as 8 pounds in the first 2 weeks." That's not saying they will lose 8 pounds. But it lets them know that it's possible.

Now let me show you how powerful a good promise can be ...

One of my clients, Ann, is a Nutritional Therapist. Her ideal client is truck drivers with high blood sugar.

As you can imagine, the life of a truck driver makes eating well and staying healthy a challenge. They have to keep a tight schedule, which means they stop at whatever place is convenient on their route (usually fast-food places). And it's hard for them to get regular exercise.

No wonder a lot of truckers have trouble managing their blood sugar!

But Ann has a special way for them to get an accurate read on their blood sugar

levels throughout the day, without pricking their finger! She can also tell them exactly what they should and shouldn't eat at the places where they stop.

Now here's why this is so important for a trucker ...

Every year, truck drivers have to pass a physical exam that's required by the Department of Transportation (DOT). If they don't pass, they'll lose their license ... and their livelihood.

Ann's process can reverse a person's high blood sugar and get it to normal in just 8 weeks!

So here's an example of what Ann's Promise could look like:

"I help truck drivers lower their blood sugar so they can pass the DOT exam in as little as 8 weeks ... without pricking their finger, exercising, taking time away from their route, or feeling hungry."

Now that will get the attention of her ideal client!



Okay, now it's time to craft your Promise ...

# Craft Your Promise



## 01

### Promised Outcome

Once you know what problem you'll help people solve, the first part of this is easy. Just state the outcome you'll give them. For example: lose weight, lower their blood pressure, relieve digestive issues, build strength, etc.



# 02

## Objections

The more you know about your ideal client, the better your messaging will be. You'll be able to talk about things they've tried that haven't worked. Or things they can't do, or don't want to do. Or things they're concerned about, like "Diets make me hungry," or "I always have to battle cravings."

These are called objections. And when you add them to your Promise, it will make it even stronger.

If you don't know what kind of objections your ideal client might have, make sure you spend some time finding out. If you have clients, ask them. You can also look in forums or Facebook groups.

For now, list out some ideas you might have here:

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# 03

## Create an "I help" Statement

Now you can start to refine your promise by creating an "I help" statement. Here are a few templates and examples:

I help [WHO] who struggle with [PROBLEM].

Example: I help women 40+ who struggle with unexplained fatigue and brain fog.

I help [WHO] who struggle with [PROBLEM] to [OUTCOME].

Example: I help construction workers who struggle with debilitating low back pain get lasting relief naturally.

I help [WHO] who struggle with [PROBLEM] to [OUTCOME] without [OBJECTIONS].

Example: I help busy professionals who struggle with brain fog and fatigue have all-day energy and focus without special diets, taking supplements, or completely overhauling their life.

# 03

## Create Your "I help" Statement

Now use the space below to brainstorm a bunch of "I help" statements:

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# Positioning Principle #3

## Process

Your website needs to inspire people to work with you. You need to give people a reason to believe you can help them with their problem. That's where your Process comes in.

Your Process is your Signature System.

Your Signature System is not the same thing as your coaching program. Instead, it's a marketing message ... one that prepares your future client to hear about your program. In fact, if it's done right, it will make them eager to contact you to find out more.

Your Signature System explains, in easy terms, how you'll help a person get the transformation they want. Ideally, it will also explain the outcome. But it doesn't explain how to do it. (Leave the "how" details to your program.)



# Create Your Signature System



## 01

### The Steps

First, list **ALL** the steps you take a person through to get results:

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# 02

## Combine the steps into categories

For example, let's say you help people who deal with brain fog and fatigue. And let's say your approach is about detoxing. You could have a bunch of steps that involve assessing the problem, such as having them fill out a questionnaire or doing some tests.

Then another category may be about removing toxins. This could include clearing out their pantry, eliminating toxic foods, and removing toxins in their home environment.

Then a third category could be about releasing toxins trapped in their body. You may do this with a special diet, supplements, or exercises.

So now go through your steps and combine them into categories. Aim for 3-5 total:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# 03

## Describe the Benefit

For each of the steps or categories, think of ways you can describe them as a benefit. For example:

<b>Step</b>	<b>Benefit</b>
Step 1: Find your hidden food triggers	Deactivate Triggers
Step 2: Rebalance your nutrition	Restore Balance
Step 3: Flush out toxins	Release Fat

## Now Craft Your Signature System

<b>Step</b>	<b>Benefit</b>

# The +1 Positioning Principle

## Pixie Dust

I call this the "+1 Positioning Principle" for two reasons.

First, not every health coach will be able to do this (especially if they're new to health coaching).

Second, if you *can* do this, it will really power up your messaging. In fact, it's like turning your Signature System into a magic wand.

It can be a little challenging to find your Pixie Dust on your own. That's because you have The Curse of Knowledge. So the new knowledge you have makes it hard to remember what it was like to not have that knowledge. In other words, you may not realize that what's now obvious to you is new to your clients.

When I help health coaches, practitioners, and doctors find their Pixie Dust, it usually takes some detective work. But it's worth it because it does several important things:

1. It helps your future client understand why they have the problem. It's often a hidden reason that they aren't aware of. So this removes any guilt they may have for having the problem in the first place
2. It explains why they haven't gotten results from other things they've tried
3. It gives them hope that this time they'll get the results they want
4. It positions you in as the best person to get them those results

Let me give you a simple example.

Let's say your ideal client is new moms. They want to lose the baby weight and get their pre-pregnancy body back.

You've done your research and know she's tried a bunch of things ... counting calories, eliminating food groups, keto, and intermittent fasting. She's also tried exercise programs. But no matter what she does, she can't get back to her pre-pregnancy weight ... or if she does, she gains it back.

And you know why ...

New moms have almost no time for themselves. They don't get much sleep ... they have a lot on their plate ... and they're stressed.

You know that stress makes your body release more cortisol. And cortisol tells your body to store fat.

So excess cortisol is the hidden reason why she can't lose weight or keep it off. It's not because she doesn't have enough self-discipline or willpower. (She'll LOVE you for saying that!)

In fact, a lot of the techniques she's been trying could even be *raising* her cortisol!

But if she lowers her cortisol, it will be much easier to lose the baby weight. And one of the key steps in your program is a special way to lower cortisol.

So that's just an example off the top of my head. Of course, you have to find the Pixie Dust that's true to you and your approach. The trick is coming up with a new variable that creates a "wow."

When I help a health coach find their Pixie Dust, I ask a lot of questions about their ideal client and how they get them results. I usually have to really dig before we find a good "wow."



# Brainstorm Ideas For Your Pixie Dust

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The 3+1 Positioning Principles are the secret to giving your health coaching business a unique marketing advantage. Yes, it takes work. But it's worth it. It's what will set you apart from the other health coaches out there.

Not only that ...

Most coaches I work with tell me this process gives them much more clarity. They know what makes them unique. They know what to focus their messaging on, including in their content, on their website, and when they're networking or giving presentations. They feel more confident about building their business.

So now you need to put your unique marketing advantage to work for you!

That's where the last two wellness business essentials come into play ...



# Wellness Business Essential

## #2

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## You Need a System That Will Attract and Engage People Who Want Your Help

This is the difference between struggling to get clients, and having clients find you.

The right system boosts your visibility and positions you as an authority. You'll become known for what you do.

This is how you'll get your future clients' attention. When it's done well, your "Client Engagement System" will lay the groundwork for you, so you won't have to do much selling to get people to work with you.

There are 3 parts to building a strong Client Engagement System. Let's go through them.





# 01

## Get In Front Of Them!

You need a marketing system that puts you in front of the right people (your ideal client). Below is a checklist of the top tactics. As a first step, check off the ones you think you're most interested in:

### SOCIAL MEDIA

- Facebook (start a page, a group)
- Instagram
- Pinterest
- LinkedIn
- YouTube

### PODCAST

- Host a podcast
- Be a guest on other people's podcasts

### WRITE ARTICLES

- Your blog
- Guest blog
- Medium

### IN PERSON

- Hold workshops
- Speak at conferences
- Attend conferences

### OTHER

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## PAID

- Ads on Facebook and Instagram
- Ads on YouTube
- Ads on Google
- Local ads

Now pick the top 3-5 that you will focus on first:


And keep this in mind ... the best marketing system is the one you'll do consistently!

# 02

## Entice Them With a Freebie

You need an enticing freebie that your future clients will want to get their hands on ... so much so that they'll give you their email address to get!

Your freebie does 2 important things.

First, it's an easy first step to take with you. And if it gives them something valuable and useful (as it should), it will start to show them how you can help them.

Second, it gives you a way to start a relationship with them. Once you have their email address you'll be able to email them weekly.

You want to continue building on that first step by providing your future clients with more valuable information. Here's why this is so important ...

About half of your list will buy from you in 18 months. Only 15% of them buy within the first 90 days. That means most of the sales come over time.

I see this happen a lot. If you nurture your email list well, it will become one of your best sources of new clients.

# What Makes a Good Freebie?

Here are the characteristics of a good freebie:

1. It addresses your ideal client's problem or pain. (Here again, you can see how having one ideal client will help you.)
2. It's specific. It should focus on just ONE thing they need help with
3. It's easy to read ... and easy to take action on
4. It has a high perceived value. Just because it's free, it shouldn't seem cheap. Give them something really useful. You want them to think, "Wow, I can't believe I got this free!"

## Types of Freebies

The sky's the limit here! You can definitely come up with your own ideas, provided they follow the "what makes a good freebie" guidelines above. But to get you started, here are some ideas:

1. Cheat Sheet
2. Checklist
3. Top Tips
4. Worksheet
5. Mini Course or Training
6. Assessment/Test
7. Quick Start Guide
8. Quiz

The easiest thing to do is a PDF download. But you can certainly do video or audio, too!

# Brainstorm Ideas For Your Freebie

What kind of problems does your ideal client need help with?

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What kind of freebie can you make to help them with it?

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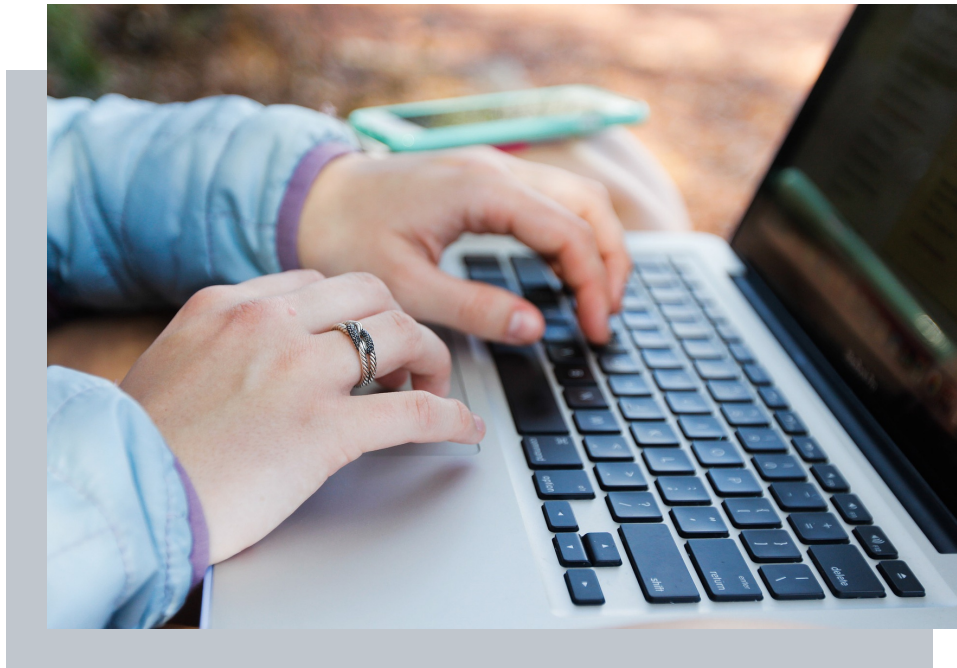
# 03

## Create A Wellness Business Optimized Website™

Your future clients will want to check out your website before they do business with you. That makes your site your most important marketing asset. So you need to be very intentional about what you put on it.

Most health coach websites are nothing more than an "online brochure." They won't help turn site visitors into paying clients. Even worse, many websites actually discourage people from working with the coach.

So you need a Wellness Business Optimized Website. And that brings us to the third Wellness Business Essential ...



# Wellness Business Essential

## #3



## You Need a Wellness Business Optimized Website

A Wellness Business Optimized Website is created with intention. Everything about it is designed to attract and engage your future clients ... the messages, the copy, the pictures, and the content.

Here are the most important factors that go into creating this kind of site:

### 01

**Focus your website on your ideal client  
and the problem they want solved**

The Golden Rule of your website is that it's not about you ... it's about your future clients and what they want. So make sure you focus on the benefits your clients will get from working with you.

Tell them the benefits and show them with pictures! How will their life be like after you help them solve their problem?

## 02

### **Show them that you understand what they're going through**

The most powerful thing you can express to your future clients is that you understand what they're going through.

You understand the problem, either because you've been through it yourself, or because you know or help people who have it ...

You understand how difficult it can be to solve the problem ...

And ideally, you understand why it's not their fault that they have the problem (look back at the Pixie Dust section).

## 03

### **Show them you have a way to get them results**

This is where your Signature System comes into play. It gives your future clients hope. It shows them that you've got a process that will get them results.

Ideally, your system is based on some kind of discovery you made. (Pro tip: a discovery makes for great Pixie Dust!) You can tell them more about the discovery on your About page.

But keep it simple. Only tell them enough so they understand it, but not so much that they think they can solve the problem without your help.



# 04

## Offer them value

Your site visitors should feel they got something of value, just by visiting your site.

Any new information you share ... like a discovery ... gives the site visitor value.

Your freebie is another way to offer value. You should include an opt-in right on your homepage. If your freebie promises something of value, they'll be happy to give you their email address to get it.

Your website should also be a resource. This is how you'll establish yourself as the go-to expert on the subject. So post regular blog articles, videos, and resources that will give them the latest. This isn't only important for your site visitors ...

This is also how you'll rank higher in searches. Every time you post something new on your website, you get the search engines' attention. They like to see that you update your site with new information on a regular basis.

# Accelerate Your Results

Phew! You made it!!

There's a lot of important information packed inside this guide. And if you implement it, you'll be way ahead of most health coaches out there.

Now as valuable as this information is, information is not transformation. And I know it can be hard to do on your own.

If you'd like more help moving your health coaching business forward, please visit my website:

[www.PiperWellnessMarketing.com](http://www.PiperWellnessMarketing.com)

I've already helped hundreds of health coaches, practitioners, and doctors with their positioning, their websites, creating client attracting funnels, and building other types of marketing assets. If it makes sense for us to work together, I'd love to do the same for you!

Be well ...

*Nicole*

————— Piper Wellness Marketing™ —————