# Worksheet - Health Coach Clarity

[Excerpt From: <https://samuelng.com/irresistible-digital-presence>]

## Positioning

Without a clear positioning, your potential clients would see you as the same as everyone else in your category. If that’s the case, they’re likely to choose by price and that’s not what you want.

How do you position your services in the simplest possible way?

Ask yourself the following questions.

(**Hint**: Use simple words that most people say to describe their health issues instead of jargon.)

**Who does your expertise serve**?

(Example: mothers with young children, menopausal women, ~~pregnant men~~)

[Be specific. Write it here.]

Prompt:

Do you want to help others overcome a health issue that you had in the past?

Do you have an affinity with a specific group of people?

Do you help people out of curiosity and empathy?

**What painful problem do you solve for your audience**?

(Example: bloating, low energetic, poor sleep)

[Be specific. Write it here.]

Prompt:

Describe the symptoms in simple words.

**What’s their desired outcome**?

(Example: lose weight, feel energetic, sleep better)

[Be specific. Write it here.]

**How does your solution help your audience**?

It does [this function] to solve [this problem] so they can get [this benefit].

**Your Positioning Statement**:

I solve [this problem] for [this group of people] with [these services].

## Messaging

You don’t have to be a superb copywriter to have messaging that attracts your ideal clients. Each time you have an idea, write it down. It doesn’t have to be perfect. As you have conversations with people, you’ll discover ways to refine it. Over time, it just gets clearer and more appealing to your ideal audience.

**Problem**:

[Describe the problem using the words your audience would use.]

**Solution**:

[Describe the solution in the simplest manner to help others understand.]

**Transformation**:

[Describe the transformational results people get when they work with you.]

# Bio

## About Your Bio

The goal of your bio is to get people curious enough to want to find out more about what you do.

You start the bio by telling people something unusual and interesting that will benefit them.

At the end, you ask the reader or listener or viewer to visit your website or to contact you.

You can also use it as your elevator pitch when someone asks about what you do.

Use it on your website, blog, video, podcast, social media or speaking events.

## Social Media Bio

Integrative Health Practitioner

for [audience]

looking to [solve this problem or get this result]

FREE [high value resource] for [audience]👇

[Bio Link]

Integrative Health Practitioner

for [audience]

looking to [solve this problem or get this result]

DM me to learn more

[Bio Link]

## Professional Bio

**Facts**: Tell me 3 to 4 facts about yourself related to your work.

x

x

x

x

**Story**: Tell me 3 to 4 things about your life that your audience can relate to.

x

x

x

x

**CTA**: Where do you want them to contact you? (Website & Social Media)

x

x

x

Take the sentences you just wrote and write them in the first person and in the third person.

**First Person Bio**: When you introduce yourself.

x

x

x

**Third Person Bio**: When someone else is introducing you.

x

x

x

**Take Note**: You’ll continue to refine everything you wrote here. It’ll get clearer and more appealing.



**Health & Wellness Copywriter**:

Creator of [**Client Enrollment System**](https://samuelng.com/client-enrollment) ☜ Click Here To Find Out More