



# 5 Hacks to *Write Better Copy* for Your Coaching Business

*by Rhonda Hess*

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and Founder of

**PROSPEROUS**COACH



My clients say I have a super power for helping coaches choose a profitable niche for their zone of genius.

That's step #1 in a string of strategic actions that bring reliable financial success to your coaching career.

### How did I become an International Business Mentor for Coaches?

The usual way ... angels and surprises.

In 2001, I was hired to co-author curriculum for *Coach Training Alliance* and design their certification program. CTA still uses it 2 decades plus later. And while there, I trained 500 coaches!

I quickly saw that it's the business side of coaching that trips coaches up. CTA grads naturally hired me for business mentoring, which inspired the launch of my company, [Prosperous Coach](#), in 2006.

You see, most coaches try to sell a certain type of coaching and soon flounder or quit because they don't really know what people want so much they'll invest in help to get it. You too?

But when you *nail your niche* and design your offers & content around that niche, you stand out in the crowd and become their go-to resource. That changed everything for me and it can for you too.

For now, let's dig into copy writing hacks. Later, I will offer you a chance to be one of the 20 coaches I help each year in my *5-month VIP Coaching Business Breakthrough program*. I'd love to work with you!





You learned to write in school. But that type of writing won't get you the traction you want as a coach.

It's okay to loosen up a bit. 😊 Lose some of those stuffy rules!

Write to connect with your audience and encourage reading.

*Write so your audience feels understood by you.*

Whether in your social posts, web copy, or a lead magnet, good copy begins with a deep understanding of your specific coaching audience.

- What makes them tick?
- What are the specific BIG problems they face as they try to reach an elusive goal that's really important to them?
- What are the words they use to describe those things?

If you haven't yet done a bit of market research, consider holding off on posting and website creation. Market research, in the way I mean it, will tell you what your audience wants that sends them out seeking solutions.

You won't yet sell them anything or coach them. This research is about HEARING their exact words as they answer powerful questions. By the way, the questions are asked and answered live, not through a survey!

Along with choosing a niche, this is a project I help my VIP clients do early in my 5-month Coaching Business Breakthrough program. Most coaches miss this step, but it's eye opening! You will learn to think more like your audience and less like a coach when you market. That's key.



**Always write to your Avatar.**

Having an Avatar is not just a hip idea. If you write to a single person, there's consistency in all of your messaging.

That's how your writing will attract the people you most enjoy coaching.

Creating your Avatar profile now is strategic. You'll use it so much!

**Episode 187 of Prosperous Coach Podcast gives you all the steps.**

This is just for you, so have fun! Roll aspects of all your favorite clients in the same target audience into one person. Give this person a name. Write in bullet points so the profile is easy to scan when you sit down to write anything.

Consider your niche as you create the profile. Start with basic demographics — age, gender, race, ethnicity — if these are germane to your target audience. This is a person, not a group, so be specific. Where do they live? Married? Kids? Solo?

What do they specifically want? What specific hurdles are in the way of that? What inspires them to follow someone on socials and to invest in themselves?

Then, dig deeper into specific values, traits and characteristics. What made them who they are today? What are their greatest strengths and weaknesses? What do their friends know about them they they don't?

Get into their psychology. What drives them? How do they self sabotage? What are their greatest emotional wounds and triggers? Stay out of clinical areas.

**You may realize that your Avatar profile is like you.** That's not unusual. Many of my coach clients develop niches around their own personal journeys. They want to coach people similar to themselves in core ways. What about you?





### Write in specifics not generalities.

Broad, sweeping, vague or abstract concepts and words won't attract a busy person scrolling online.

Specificity ATTRACTS. When something resonates with a person, they stop scrolling and read deeper.

I work with coaches, not all entrepreneurs. This guide teaches writing for your coaching business, not general tips for coaches. Those are specifics.

Instead of all fruit ... this lovely red Bartlett pear. ; )

I get it. You don't want to leave anyone out so you write to everyone, which leaves you writing about "coachey" topics that are already over done — limiting beliefs, mindset, values, authenticity. Here's the thing ...

*Trying to attract everyone means you won't attract anyone.*

Grabbing attention results in followers. And, some of those people will hire you! That's how you raise your chances of becoming a coach in high demand!

To stand out in the crowd of coaches, be specific in everything you do:

- Target, speak to and serve one narrow, viable audience.
- Gear messaging and offers to their specific problems and goals.

Do you have your target audience and niche yet? Without that, it will be difficult to write in a way that attracts attention. Consider having a [Nail Your Niche Strategy Session](#) with me to clarify the most important part of your coaching business. Everything gets easier after that!





### Say more with less words.

Writing well is always about making choices. This not that. Write to evoke a response, not to cover all possible options.

Editing is like thinning a garden full of seedlings so the remaining plants will thrive.

### *Streamline your writing.*

Short sentences have impact!

Limit paragraphs to 3 -4 lines deep to encourage reading. Most people read on mobile devices now. Three lines deep on a laptop becomes 16-20 lines deep on a phone. We only hope they aren't reading on their watch!

Have you ever used a single sentence paragraph to ask a question or make a strong point?

Reduce prepositional phrases, which begin with to, of, at, in, by, for, with, from, over, about, after, under, before, behind and during. For example:

**To** simplify run on sentences **with** too many points **for** your main point, cut out unnecessary phrases. Or, said simply ... simplify run on sentences.

### Help reader's eyes know what's most important.

Use attention getting devices sparingly, **such as bolding**,  
*different fonts, colors*  
and centering.





**Balance vulnerability and authority.**

There was a time when pushing your knowledge out front was enough to attract clients.

This is not that time. Now prospective clients want to know you. Share your weirdness, foibles or embarrassing moments to normalize their own.

Add to that a large measure of thought leadership — your unique ideas about their top issues and goals. That's a winning combination.

Are you worried that you don't have enough credentials or experience to coach an audience?

Your personal journey can build credibility fast! People seek affinity. They want to belong. If someone else has experienced pain like they have, there is connection. And, if you've learned from mistakes or had some sort of retribution, that's a reason to follow you.

So don't be afraid to share short stories of the pitfalls you stumbled into. Be real. And, then also share what it took to lift out of that hard place.

Always remember that your ideal clients will respond to you. The people who do not, aren't YOUR people.

Okay ... now put these 5 hacks into everything you write! Happy writing!



*Are you ready to attract ideal clients who already know they want to hire you?*

Enrolling clients is even easier if you have a strategic and powerful customer journey in place that nurtures your audience and leads ideal clients straight to your Discovery Call, ready to invest.

Let's partner to create that for you! With an audience you'll love, we'll conduct market research to find out exactly what they want and what's been in the way.

With those insights, we craft your Signature Coaching Program, price it well, strategize your content, free offer, web copy & every little thing. You'll feel confident in your value always. [Read what VIP clients say about working with me here.](#)

**Fill out the application for VIP mentoring on this page** and I will be in touch to invite you to a Discovery Call.

I can't wait to meet you!

*Rhonda*



*Praise for Prosperous Coach Podcast:*

"I enjoy it so much I often binge-listen to many episodes in a row. I absolutely love how open, sincere and generous Rhonda is with her time-tested wisdom in what it takes to build a successful coaching business from scratch."

"Prosperous Coach Podcast is Amazeballs!"

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