



4 WAYS
TO IDENTIFY YOUR HEALTH
COACHING TARGET AUDIENCE
(AKA YOUR DREAM CLIENTS)

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Let me start with an important point when thinking about your ideal client, *"You do not need to be all things to all people"*

Every Health Coach has a unique service to offer. And you're not only offering guidance on health and wellness. You're giving of yourself to the clients who come to you.

Because of this, you don't need to be all things to all people - you just need to be **YOU**.

By taking time to figure out your ideal target audience, you're able to focus on the people who are going to

benefit most from what you have to offer.

The tips you're about to read will help you create your personal story, find your unique area, identify your dream clients' desires, and truly understand what your dream clients are looking for.

Use this workbook to answer all the questions to your best ability.

SO, LET'S GET TO IT RIGHT NOW!
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1 - START WITH YOUR STORY

Ask yourself what you would have paid for if it were on offer during your health challenge. Which experts were you following at the time? What books or magazines were you reading?

If you would like an example to get an idea on how to write yours, check out my story [here](#).

SO, WHAT IS YOUR STORY? Write it below.

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2 - LOOK TO YOUR UNIQUE AREA OF HEALTH COACHING TO FIND WHO'S LIKELY TO PAY FOR YOUR SERVICES

To start, think about your focus. *Are you a holistic health coach? Wellness health coach? Weight loss health coach?* Determine where you are passionate first.

Secondly, in the case of being a weight loss health coach, *what type of person would want to lose weight? New Mums, or singles, or newly-engaged men/women? What age would they be?* List all the possible people who you think could use your services below.

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3 - IDENTIFY YOUR TARGET AUDIENCE'S DESIRES

What would bring them happiness? When would they feel a sense of achievement and satisfaction? What makes them feel good about themselves? What do they prioritise over everything else?



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4 - DIG DEEPER INTO YOUR TARGET AUDIENCE AND FIND OUT WHAT THEY'RE REALLY LOOKING FOR

Here you will need to do a lot of research. The goal is to get in the head of your dream client. To do this, give these avenues a try so you can better understand them-

- Get on **Facebook** and participate in groups. Notice what people are talking about. Read what they're commenting on and what questions they're asking.
- Talk to people and try **Meetup.com** since it has a ton of groups that you can join in your area to mingle with like-minded people and find out what they're into. There are groups for singles, and there are lifestyle groups. There are groups for business, and groups for mums.
- Hang out at your **local, organic food shop**. Listen to what questions people are asking and ask your own questions. Find out from the store owner what's most on people's minds, or what type of people are buying products that tie in with your area of health coaching.

From your research, *what did you learn about your audience? What are they currently talking about? What type of person are they?*

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amandajanedaley.com/5kmonths/

For regular support from me and a like-minded community of driven Health Coaches, I invite you to hangout in my free facebook group 'Healthy Wealthy Society, where I offer feedback, support and inspiration on a daily basis:

facebook.com/groups/healthywealthysociety/

To work with me directly in building your Health Coaching business, check out my products and programs at:

amandajanedaley.com



With a background of 18 years in online marketing, Amanda Jane Daley has earned recognition by the world's top advertising awards. In just a few years, she's built a high 7-figure online coaching practice of her own.

Now, she combines her health + business savvy to mentor other Health Coaches to achieve the same goals focused on money mindset work and current online marketing strategies.