



THE SIMPLE
SECRET TO TELLING
PEOPLE WHAT YOU DO
AS A HEALTH COACH

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At the start of my Health Coaching business, I kept asking myself "how do I go about explaining what it is that I do?"

Fast forward to a few years on and two thriving coaching businesses under my belt, now I can confidently share with other new Health Coaches exactly what works when explaining what you do as a health coach.

The tips you're about to read will help build your confidence and figure out how to tell people exactly what you do so you can find your dream clients. Once completed, this will set you up for an incredible year ahead.

This quick start guide has plenty of questions for you to answer while you find the perfect explanation for your service. And in the next few pages, you'll even learn my simple secret to telling people what you do as a health coach.

**SO, WHAT ARE WE WAITING FOR,
LET'S BEGIN!
AMANDA X**



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Step #1

As a Health Coach, you will be constantly asked what you do. It is important to have a quick and concise explanation for when this happens. To help, I have one easy step for you to follow.

So, here it is. The simple secret to keep in mind when explaining to people what you do -

ELIMINATE "I AM" FROM YOUR VOCABULARY.

THAT'S RIGHT. GET RID OF IT COMPLETELY. NO ONE CARES ABOUT THE "LABEL" YOU STICK ON YOURSELF. ("I AM A HEALTH COACH," "I AM A NUTRITION EXPERT", OR "I AM A PERSONAL TRAINER").

Simple, right? All you have to do is replace "I am" with what you do. Now, let's see some examples on how to explain "What you do" in step #2.

Step #2

Instead of telling people "I am [fill in the blank]", try phrases like "I mentor," "I train," or the very effective, "I help." To get the creative juices flowing, here are some examples:

- ***"I help new mothers who are struggling with excess weight after pregnancy return to their goal weight safely and sustainably."***
- ***"I help people with dietary allergies eliminate inflammatory foods while still enjoying a nutritious and varied diet."***
- ***"I train busy professional women, showing them how to reduce stress by including yoga and mindfulness in daily life."***
- ***"I help parents eliminate their children's eczema through holistic nutrition."***

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Now that you have learned to remove “I am” in your response from step #1 and have seen some examples in step #2, let's create an answer for you right now in step #3!

Step #3

You want to communicate what you are offering your dream clients. After you researched your target market, you would have identified their pain points and you would have tailored a solution for those.

Here is the formula you want to use when building your response:

I HELP [INSERT DREAM CLIENT] WITH [INSERT PROBLEM] TO [INSERT SOLUTION].

The goal is for them to respond with “Hey, that's exactly what I need!”

SO LET'S PRACTICE! Use the boxes below to create your very own responses for when people ask you “What do you do?”.

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Do you need support growing your Health Coaching business?

I have now trained 1000's of new Health Coaches to kickstart their confidence, clients and cashflow with my signature '\$5k months for Health Coaches' system and I would love to give you access to the best-of-the-best of my trainings.

For complimentary trainings and resources to build your own thriving Health Coaching business - visit:

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.