



## *Brainstorming for Clarity*

This worksheet is pretty straightforward and simple. It's meant to give you another way to brainstorm ideas about your ideal clients and how you can help them.

Remember that your niche needs you and the clearer you are on how you can help them the better.

For them and for you.

People love to be seen and have their problems addressed. As a coach, you can address a problem and offer a solution with a focus on empowerment rather than fixing anyone.

I have found this to be very useful to coaches who often think in terms of benefits without connecting those benefits to a problem and its solution.

Play with and brainstorm with this structure below. Use it several times to unlock what you know about your ideal clients and how you can help them.

**My Ideal clients are...**



**A problem they identify as having is... (use the words and phrases they might be thinking in their own minds)**

A large, empty light blue rectangular box intended for writing a problem identified by the user.

**A solution my service will deliver is...**

A large, empty light blue rectangular box intended for writing a solution to the problem.



**The benefit, or outcome, of working with me is...**

**The results they will experience in their life as they enjoy those benefits are...**