

SAY WHAT YOU DO

(Without Cringing)

A mini-guide for coaches who want words that feel true.



Who You Help



The Problem You Solve



Your Passion

Kat Knecht, CPCC, PCC

SOUL DRIVEN SUCCESS
BUSINESS ACADEMY

Why Messaging Feels So Hard

If you freeze when someone asks, “So... *what do you do?*” you’re not alone.

Most coaches are deeply skilled – but struggle to explain their work in a way that feels natural, grounded, and true to who they are.

The problem isn’t your ability.
It’s the language.

Words that feel generic.

Messaging that doesn’t quite connect to your ideal client.

Descriptions that don’t reflect what you actually care about.

This mini-guide helps you speak about your work in a way that feels honest, clear, and human – without sounding salesy or rote.

Inside, you’ll find three simple exercises designed to help you:

- clarify who you help
- name the problem you truly solve
- reconnect with the passion behind your work

Each exercise is meant to help you access words that feel natural to you – so talking about what you do becomes easier, more confident, and more inviting.

Ready? Let’s begin.

– Kat

Name Your Niche Statement

I call this the **“Who, What, Why” Niche Statement**.

It is the simplest way I know to describe a niche in a way that others understand. It is also a great structure to play around with. You may find a multitude of ways to describe your niche using variations on this structure.

A niche is a combination of factors. A demographic of people who are easy to identify. Common problems and dreams that are specific to this group of people. The way you help people is also a part of how to describe your niche.

This gives you a holistic approach to your niche. Just naming a certain demographic is important, but not enough.

Let me break this down so you can see how this works and create your own **“Who, What, Why” Niche Statement**.

Who: This is the demographic of people or the area of life of your niche. It can also be an area of life, a stage of life, or a type of person.

Example: I help Professional Coaches who want to create a successful business

What: This is where you name the problem or dream. What do you help your niche achieve, solve, or overcome?

Example: Use proven strategies that align with their values

Why: This is the ... ***so that*** ... the why your ideal clients would spend money and time to achieve this outcome.

Example: So that they have a prosperous and fulfilling career

Being able to identify and name the pain, name the dream, gives people a very clear idea of why they would want to work with you.

Knowing the potential outcome gives them a clear idea of what they can expect. When you can put all three together, you now have a niche that makes sense to the people you most want to reach.

Play around with this! It is time to claim your niche. The one you have right now, so you can use this going forward as you evolve your coaching business.

Do You Know When...

Another way to gain clarity on your niche is to identify a specific moment in time when your ideal client needs what you offer.

It could be a special occasion, a personal crisis, a transitional stage of life or something that happens in their career.

When you identify a specific situation and moment in time, you have a powerful way to convey your message.

This can be fun when you allow your imagination to take the lead. You might create a scene that seems likely to happen or perhaps you will recall actual experiences your clients have told you about.

This is not intended to be hard, so don't overthink it!

Here is an easy structure to follow. Read through it once to get the overall structure, then fill it in to clarify your niche.

Do you know when...

Describe a moment in your ideal client's life when they are faced with the situation/problem you've identified as the one they need your help to address.

Well, what I do is...

Identify the solution you offer.

So that...

Identify the transformation/results that happen because of what you do.

OR

Do you know when...

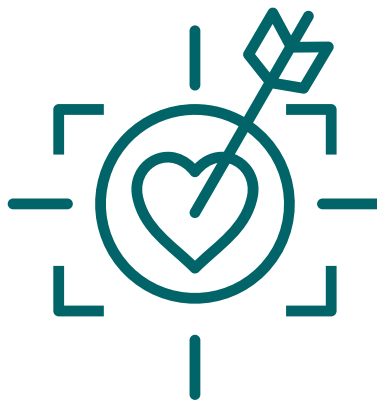
Name the dream that the people in your niche are yearning to make real.

Well, what I do is...

Identify how you will help them make that dream come true.

So that...

Identify their experience of living the dream.



Here's an example:

Do you know when...

Professional coaches are really passionate about the work they do, but they hit a wall when it comes to growing their business.

Well, what I do is ...

Help them create a successful business that fulfills their soul's purpose.

So that ...

They no longer worry about what they don't know and start having fun doing the work they love that's changing the world.

Now it's your turn.

Take some time to fill in the blanks of the structure above. Don't worry about the grammar! Just have fun playing with whatever pops into your head.

Bring Your Ideal Client to Life!

One fun way to identify your niche – that group of people you most want to serve – is to imagine a specific situation in which they find themselves.

This exercise will help you bring your ideal clients to life!

When you bring your clients to life, it ignites your imagination and makes it easier to talk about what you do. It will also give you great credibility with your ideal client... they will know that you really get them and understand what they are experiencing.

It is common to think in broad or vague terms when it comes to how you help your ideal client.

When you are able to get specific, it will bring you to a whole new level of clarity in how you convey what you do.

Here are three examples of **specific situations** a potential client might find themselves in:

1. A woman is sitting at her computer, signing up for an online dating site for the first time.
2. A man just left his boss's office, where he was given yet another lame assignment, and, for the 100th time, he realizes he hates his job!
3. A life coach is at a networking meeting and hears one coach after another describe what they do to the group.

You Don't Need Better Marketing

You Need Words That Are True.

When your messaging is aligned, the right people recognize themselves instantly – and conversations feel natural instead of salesy.

If you're ready to build a business that reflects who you really are, the **Soul Driven Success Business Academy** is a place to deepen this work.

Inside the Academy, you'll clarify your message, your offers, and your direction – step by step.

Ready for the next step?

Explore the Soul Driven Success Business Academy [here](#).



I'm Kat Knecht. I work with coaches who want to build businesses that feel aligned, honest, and deeply their own. My work is rooted in helping you clarify your message from the inside out – so your business reflects who you really are, not who you think you're supposed to be.

If this guide resonated, I'd love to continue the conversation. Email me at **Kat@SoulDrivenSuccess.com** or book a complementary consultation [here](#).