



The Essential Marketing Roadmap For Health & Wellness Coaches

Discover the 5-step system that turns your skills and expertise into a profitable online health coaching business



Which of these common problems best describes the current state of your health coaching business?

1

You struggle to find clients

You have trouble balancing the time you spend helping your clients (the thing you want to do) with marketing your business to get new clients (the thing you have to do).

2

You have plenty of clients!

Maybe even too many. You hate turning people away, but you feel stuck. Maybe you're starting to feel a little trapped in your business. You're torn between helping people and having more time to enjoy your life.

While these problems seem like opposite ends of the spectrum ... not enough clients or more clients than you can handle ... they can both be solved with the same marketing model. The one you'll discover here!

The Essential Marketing Roadmap For Health & Wellness Coaches gives you the 5-step framework that will help you position yourself to stand out, attract clients, and scale your business ... and you'll do it without burning out.

Just imagine how good you will feel when you can help more people, build a profitable business, and still have the time to enjoy a full life outside of your work.

If that sounds good to you, then you're in the right place!

The Essential Marketing Roadmap For Health & Wellness Professionals

Step 1

Create an
*Irresistible
Breakthrough Offer™*

Step 2

Define Your
Brand Value

Step 3


Craft Compelling
Messaging

Step 4

Determine your
Marketing Strategy

Step 5

Grow & Nurture
Your Email List



**Nothing is important
to everyone. It's
important to someone.
Find your people.**

Seth Godin

Seth Godin is a marketing genius, author of 20 bestsellers in 37 languages, and a remarkable teacher.



STEP 1

CREATE AN IRRESISTIBLE BREAKTHROUGH OFFER™

What it is:

An Irresistible Breakthrough Offer (IBO) is something people can buy from you, such as a course or a program, that will give them a transformation they desperately want.

Why it's important:

An IBO is the fastest way to attract new clients who want to work with you and are willing to pay you. It makes marketing, building, and scaling your business much easier.

You can certainly expand out and create other offers (this is NOT about the dreaded “picking a niche”), but many of the health coaches I’ve worked with continue to focus their entire business on their IBO *for years*. It brings them all the clients and income they want.

There are 5 ingredients of an IBO. The most important one is the **Problem**. Here’s why...

Our brains are wired to solve problems. If you go back far enough, the problems were all about survival – staying safe, finding food, and making babies. Of course today, we have a whole bunch of other types of problems to deal with.

While we go about our daily lives, our brain is hard at work. It’s looking for solutions to the problems that are preoccupying our subconscious.

So the key to successful marketing is to offer people something that solves a problem that’s weighing on their mind. That second part is key. It has to be something they know they want help with.

The reason why I stress this is because very often when a health coach tells me they’re marketing but are having trouble getting clients, it’s because they’re offering something they want to help people with, such as mindset. But it’s not something that people are aware they need help with.



TAKE ACTION:



Define the #1 problem you want to help people with and that they want help with

The best problem to focus on has 2 important factors:

1. Intensity - The problem must be intense and severe. For example, a person is more likely to seek help if they suffer from debilitating migraines than they are an occasional headache.
2. Frequency - The problem must be frequent enough that it disrupts their quality of life. To continue with our migraine example, a person who gets a few migraines a year is more likely to just deal with them than someone who gets them every week.

If you're a health coach, having a well-defined brand is essential. Your brand is the only thing that will give you a unique marketing advantage.

Nicole Piper

Entrepreneur, Brand Marketer,
and Copywriter



STEP 2

DEFINE YOUR BRAND VALUE

What it is:

Your brand value is what makes you unique and different. Brand value does two important things.

First, it shows prospective clients that you have shared beliefs. It shows them that the things that are important to them are important to you, too.

Second, if you've done the right kind of thinking about your brand value, it shows people why they'll get results with you ... even if everything else they've tried has failed. I call this part your "Pixie Dust."

Why it's important:

Brand Value, and especially your Pixie Dust, is what's missing for most health coaches... or they've been misguided about what it is. But it's essential if you want to build a profitable health coaching business. Your brand ... your values, beliefs, and your Pixie Dust ... help set you apart. And they help to break through any skepticism a person may have about working with you.

TAKE ACTION:

Your values and beliefs

Come up with a list of the values and beliefs you have about the problem you help people solve. For example, you might feel strongly that people should be able to lose weight without having to cook their own meals, deal with hunger and cravings, or exercise. Or maybe you value food over medicine. Another way to look at this is what common beliefs do people have about the problem that you feel are wrong? Come up with a list, then narrow it down to the top 3-5 values and beliefs.

Why do people have the problem?

Really think about this. You want to get down to as deep a layer as you can, even into the physiology of the problem. A great way to do this is to think about the problem as being a symptom of something else. Does their gut health affect their ability to lose weight? Are toxins somehow involved in their type 2 diabetes? Think of ways you can give your Most Valuable Client a revelation about their problem.



How do you get people better results?

Why does your solution work? Is there something about your process that works better or faster? Maybe the common approaches don't work for many people because of the demands of their job. Or maybe the common approaches work short term, but they don't actually solve the underlying problem. Make a list.

Is the problem really a symptom of an underlying problem?


Very often, what most people think the problem is, isn't the real problem. It's just a symptom of an underlying problem (or at least it can be stated that way). For example, high blood sugar doesn't cause diabetes ... it's actually a symptom of an underlying problem that causes diabetes. Is there a way you can position the problem as a symptom of an underlying problem?

What things have you told clients about the problem that surprised them?

Your own client experience is the best source of ideas. Is there something you tell people about the problem that tends to surprise them? If so, add it to your list!

Once you've brainstormed a bunch of ideas for the last 3 questions, pick the one that you think is the strongest. This will be your Core Positioning Belief. It should be something that's surprising to most people when they hear it. It will most likely add a new variable to the problem (or solution).

I know this isn't easy to find ... especially on your own. If you'd like my help, you can email me what you've come up with and I'll give you feedback. Please include the problem you want to help people solve and what you're thinking for your Core Positioning Belief. Send it to nicole@piperwellnessmarketing.com, with the subject line "Feedback please!" and I'll reply within a few days.

A man and a woman are smiling and looking at a tablet together in a kitchen. The woman is wearing a striped apron and is cutting a yellow pepper on a wooden cutting board. The man is wearing a light blue shirt and a dark apron. There are various vegetables like a pomegranate, red and green bell peppers, and a tomato on the counter. A dark cup is also visible.

**Instead of worrying about
what you cannot control,
shift your energy to what
you can create.**

Roy T. Bennet

Author of [The Light in the Heart](#)

STEP 3

CREATE COMPELLING MESSAGING

What it is:

Compelling Messaging is the words that will make it past the right people's brain filter. It's what gets people to pay attention to and want to buy your IBO.

Why it's important:

You could have an amazing IBO that truly transforms people's lives ... but without the right messaging, no one will notice it.

Simply put, messaging will make or break your business (no pressure!). As a professional copywriter, this is one of the most important skills I've had to learn. So let me give you my #1 messaging tip.

In Step 1, I said good marketing is based on biology. And I explained why it's important to focus your IBO on a problem people want solved. That was the first part of the biology lesson. Now here's the second.

We're bombarded with 4,000-10,000 messages every day*. It's impossible to process all of them. So our brain is designed to filter out most of the information our eyes and ears take in. Instead, it focuses on messages that are related to one of our problems. When it sees one, it pays attention.

So we need to craft compelling messaging that's designed to make it past the brain's filter. The messaging needs to break into their internal dialogue.

How do you do that? Take a look at the "Take Action" section to find out!

TAKE ACTION:



Get clear on the outcome people want

What specific transformation are people hoping for? For example, you could make it about relieving joint pain in as little as 9 days. The more specific and measurable you can make it, the better. Avoid abstract concepts like, "feel better" or "have more vitality." This is important because people are more willing to buy something if it's clear what the outcome will be.



Overcome objections

When it comes to working with a health coach, people may have concerns about what they'll have to do to get results. If this is the case for people who have the problem you want to solve, it's a good idea to have messaging that addresses their concerns.

*[Forbes, Finding Brand Success In The Digital World](#)





To start, make a list of all the things people might object to when it comes to solving their problem. If it's weight loss, will they object to exercising or giving up their favorite foods? Maybe they'll be concerned about being hungry or having cravings? Make a list, and then pick the most common ones.



Cut through skepticism

There's a good chance people will have already tried to solve the problem, but hasn't gotten results. So they're skeptical.

Make a list of things they've likely tried or are maybe considering trying.



Craft your Core Promise

Once you're clear about the transformation, objections, and the source of possible skepticism, it's time to craft your Core Promise. This is your key marketing message. Your Core Promise should include:

1. The outcome

This is the most important part. It's the benefit they want... the results of working with you. (And remember to make it specific.)

2. The process

You can mention you have an X-step system that will achieve the outcome.

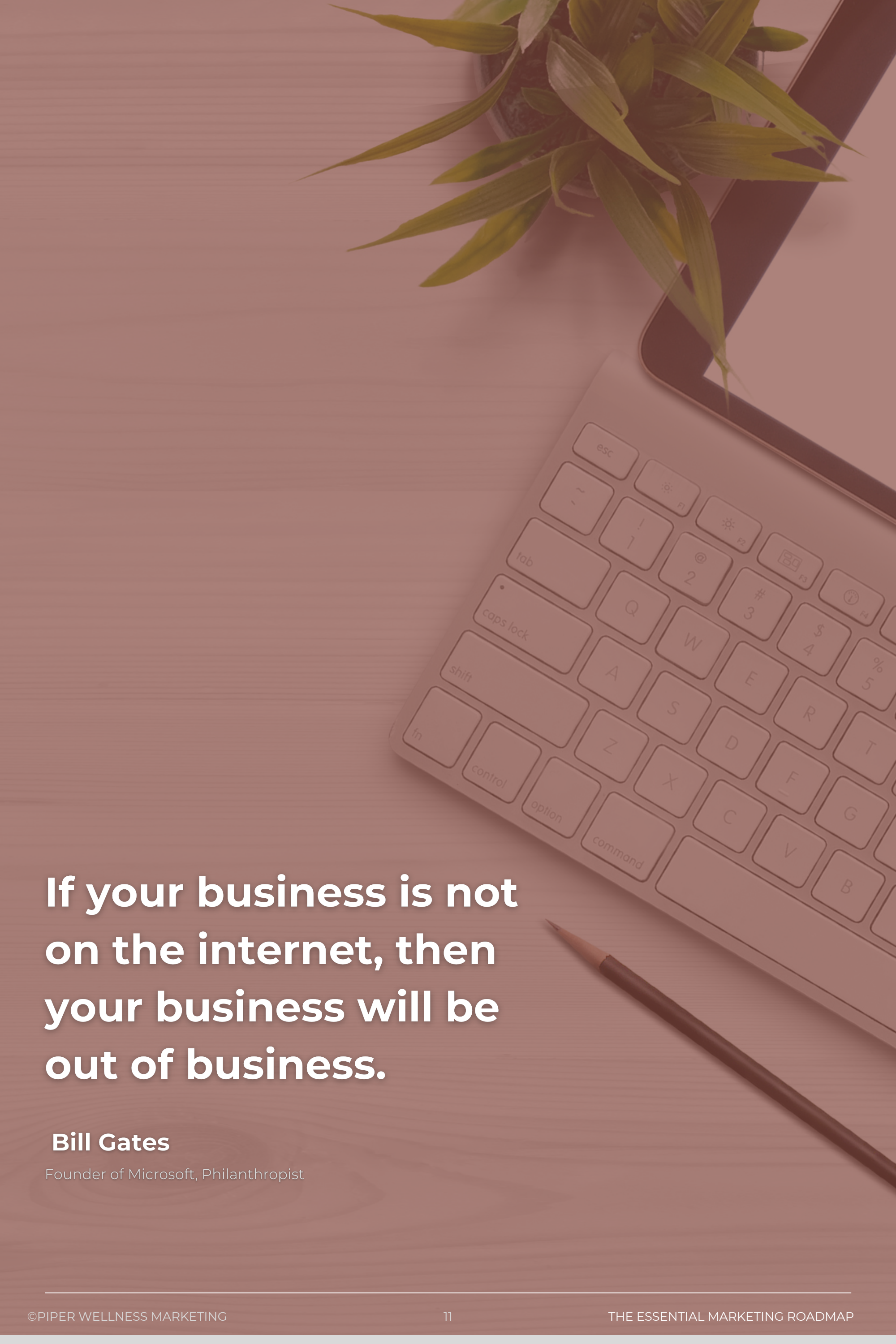
3. Overcome objections

You can add the top 3 objections to your promise by saying... without X, Y, or Z. Example: You'll lose belly fat and get your pre-pregnancy body back... without complicated meal prep, going on a restrictive diet, or spending hours in the gym away from your family.

4. Eliminate skepticism

Here is how you can eliminate skepticism and add curiosity. Instead of a "without" statement, like you used above, try adding... even if X, Y, and Z have failed [or haven't helped]. Example: You'll lose belly fat and get your pre-pregnancy body back... even if restrictive diets, intermittent fasting, or exercising haven't worked.

Chances are, you won't use all of these in the Core Promise. It would be too long and sound clunky. Brainstorm a few variations. Run them by some friends to see which they think sounds the most compelling.



**If your business is not
on the internet, then
your business will be
out of business.**

Bill Gates

Founder of Microsoft, Philanthropist

STEP 4

DETERMINE YOUR MARKETING STRATEGY

What it is:

Your Marketing Strategy is how you'll get your IBO in front of people. The good news is, there are many different ways you can market yourself to get clients. Unfortunately, that's also the bad news.

Many coaches make the mistake of jumping around from one marketing strategy to the next. They get impatient. But the key to marketing success is choosing a path and giving it a chance to get results.

Why it's important:

You could have the most compelling messaging ... and you could have the most irresistible IBO... but unless you get in front of the right people, they won't help you get clients. Your Marketing Strategy's job is to get your message in front of the right people, and to give them an easy way to take the next step with you.

So which Marketing Strategy is right for you? That depends on which resource you have more to invest right now: time or money. Every Marketing Strategy will require a mix of both, but some require more time, while others require more money.

Below you will see a path for each of them. If right now you have more time to invest than money, go with the Starter Path. Just keep in mind it will require more of your time, and more time to see results. But it's still very effective.

If you'd rather invest more money into your business than time (and if you're able to) ... or if you're ready to scale your business, then consider the Scaling Path. This is particularly good if your IBO is considered "high-ticket" (about \$2,000 and up). Of course it will still take time, but you'll see results faster.

TAKE ACTION:

Review the two Marketing Paths and determine which one is right for you.

The Starter Path

The Starter Path is for you if your primary resource is **time**. Here are the steps:



Create a Wellness Business Optimized Website™

In this path, your website is your most valuable marketing asset. It will serve as your main hub. Its job is to attract people and get them to take the next step with you. (To find out more about how to create a Wellness Business Optimized Website™, visit www.piperwellnessmarketing.com. You can find out more in the Resources tab as well as the Work With Me tab.)



Create a valuable freebie
The key word here is valuable. The reader should be excited to get their hands on it.

Determine your content style
Your content style is your preferred way to share content. While you'll eventually want to use a mix of styles, if you're just starting out you should pick the one you're most comfortable with. If you're already doing one, add more! The content styles are:

- Written content - This includes any kind of writing, such as articles and posts
- Video - If you're comfortable riffing in front of a camera, video is for you!
- Audio - Some people like to talk, but they'd rather do it in their pjs and with bedhead (why not, right?)

Determine your content platform
This is where you'll put your content. As above, you'll eventually want exposure on several of these. But if you're starting out and don't have people helping you, *just pick one*. Otherwise it can get overwhelming fast. Below are the categories with examples. This isn't a complete list, but it will give you an idea.

SOCIAL MEDIA

- Facebook (start a page or group)
- Instagram
- Pinterest
- LinkedIn
- YouTube

PODCAST

- Host a podcast
- Be a guest on other people's podcasts

WRITE ARTICLES

- Blog on your website
- Guest blog
- Post on Medium

IN PERSON


- Hold workshops
- Speak at conferences
- Attend conferences



The **Scaling Path** This is for you if you can invest more money into building your business to get faster results. The investment amount will vary widely, depending on what you want to do, and how much of the work you want to do yourself versus hiring out. Some of the things you'll have to invest in include software, trainings, coaching, and an advertising budget. Here are the initial steps:

- Choose your preferred exposure platform**
Similar to your content strategy, you'll eventually want to be on multiple platforms. But it's best to go all in on one to start. Obviously, you should choose a platform where the people you want to help are likely to be, and one that you feel comfortable with. The ones that are most relevant now are Facebook, Instagram, YouTube, and Tik Tok.
- Create a lead-gen webinar**
I highly recommend having a webinar as your key sales asset because they are one of the best ways to automate your selling. The key is to give great information, but not so much that people feel they have enough to get them started from watching the webinar and don't need your help.
- Create top-of-funnel content**
The type of top-of-funnel content you need depends on the exposure platform you're on. In most cases, it will be a mix of ads and content that shares value. It can be written content or video (ideally both). Whatever you choose, it needs to have a call-to-action that invites people to watch your webinar.
- Create a lead-capture landing page**
This is critical. Your top-of-funnel content should direct people to this landing page, where they'll enter their email address so they can access your webinar. This is how they become part of your world.
- Build a selling system**
If you're selling a higher-ticket coaching program (\$2,000 or more), you should plan on having people book a call with you. Unless you are known and have a following, they will most likely need the additional contact with you to make sure you're the real deal.

The other reason this is important is because you need to determine if they're a good fit for your program. You want to make sure they are the type of person you want to coach and can get results for.



If I have one regret as a business owner, it's not focusing on building our email list earlier in the process

Joe Pulizzi

Founder of Content Marketing Institute

STEP 5

BUILD AND NURTURE YOUR EMAIL LIST

What it is:

Your email list is how you'll communicate regularly with your potential clients. You'll be building your email list whether you picked the **Starter Path** or the **Scaling Path**.

Why it's important:

Your email list is how you'll communicate regularly with your Most Valuable Clients. In fact, your email list may become your most valuable source of new clients..

Many people aren't ready to buy from you right away ... even if they got on a call with you. But that doesn't mean they won't want to work with you after they get to know you a bit better. In fact on average, people need 11.4 points of contact with a person before they're ready to buy from them.* That's where nurturing your list comes into play.

TAKE ACTION:

Create an email welcome series

This will make your life so much easier! You want to create a series of emails to go out automatically once a person asks for your freebie or watches your webinar. (Every email service provider offers this automation feature.) Your welcome series should be 3-5 emails that are sent out over the course of 7-10 days.


Continue to nurture your list

You need to get people used to hearing from you. You do that by emailing them regularly. For a health & wellness coach, once a week is a good pace. (I've seen people do even more.) Your emails should help people to get to know you and build their confidence in you. You do this by telling personal stories and giving them information that will help them with their problem.

Use a "Super Signature"

This comes from Dean Jackson, a fantastic internet marketer. Your Super Signature is a P.S. that invites people to take another step with you, when they are ready. Start with: P.S. Whenever you're ready, here are X ways I can help you. You can then include things like book a free call, watch a free training, sign up for a course, etc.

[*Invest More Time on Content Marketing,](#)

A top-down view of a desk with a laptop, notebooks, a pen, glasses, and a coffee cup. The desk is covered with a brown surface. A silver laptop is open in the top left. A white notebook is open in the center. A brown pen lies on the notebook. A pair of black glasses is on the right. A white coffee cup is in the bottom right. A black paperclip is in the bottom center. A white sticky note is in the bottom left.

**The aim of marketing
is to reduce the need
for selling.**

Philip Kotler

Professor Emeritus at the
Kellogg School of Management and widely
considered the “father of marketing”



Piper Wellness Marketing™

Hi, I'm Nicole Piper.

I'm an entrepreneur, brand marketer, and copywriter. I'm also an avid cook, skier, traveler, ballroom dancer, lover of France, and proud mom.

I founded Piper Wellness Marketing in 2016 to help health & wellness coaches and companies reach more people and grow their businesses. But life before that sure was different.

For 29 years, I worked in the corporate world. I turned brands like MTV, Nickelodeon, Pokemon, and The Sharper Image into multi-million-dollar businesses around the world. I traveled to over 30 countries during that time, building massive consumer products programs.

So why did I leave a global, jet-setting career working with high-profile brands? Well, as much as I liked what I was doing, I hated that my time was dictated by other people. And truth be told, I didn't feel passionate about the brands I was working with.

Then one day, I found out about copywriting. When I looked into it a little more, I realized I could use my love of writing in an area I felt passionate about – natural health and wellness.

Then through a series of remarkable, serendipitous events, I was invited to apprentice with one of the top alternative health copywriters. He taught me how to write copy that gets people excited to buy whatever I'm writing about. He taught me how to write persuasive copy that respects the reader and doesn't sound salesy. In short, he taught me skills and techniques you can't find in any copywriting book or course.

Now I use these powerful skills, combined with the strategies I used to build high-profile brands, to help health & wellness coaches clarify their message and create highly profitable coaching businesses.

If you'd like to find out more, visit www.piperwellnessmarketing.com.



Which of these common problems best describes the current state of your health coaching business?

1

You struggle helping clients get new clients

2

You have more clients than you can handle, but you're not making enough money from your business

While these problems are common enough, they can be solved here.

The Essential Marketing Blueprint framework that will help you grow your business ... and

Just imagine ... the time to enjoy your business

If that sounds like you, you're ready to get started.

Step 1
Understand Your Most Valuable Client

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