

# THE CLIENT MAGNET QUESTION



## VAULT

ERIN STEBBINS YOUR BODYWORK BIZ MENTOR

# Welcome!

**I am Erin! Your Bodywork Biz Mentor.. committed to helping MTs and wellness pros to create biz and life they love without burnout, busywork bullshit or marketing mayhem.**

YOU get to create the business of your dreams, One that supports you in everything you do, and is BUILT around your lifestyle.

That's why we got into this in the first place.

Getting clear on your goals from the ground up, starting with your body, your values and how you want to FEEL, will help you create something purposeful and profitable.

Let's hop in. :)

A curated collection of powerful prompts and questions to help you write content that attracts the right clients, communicates your magic clearly, and fills your practice with ease.

Use these questions when you're feeling stuck, disconnected from your message, or unsure what to post next.

They're designed to help you speak to your ideal clients, not at them and to show the heart and value of your work without feeling fake, salesy, or stuck in jargon.

*Erin Stebbins*



# PART ONE

PART ONE: Speak Their Language Tap into what your clients are already thinking, feeling, and looking for.

What are my ideal clients Googling when they're struggling?

What do they think their problem is and what do I know is actually going on underneath?

What do they say right before they finally book with me?

What have they already tried that didn't work?

What words or phrases do my best clients use over and over?

What do they need to hear to feel seen and safe?

# PART TWO

PART TWO: Show Your Work Pull back the curtain and show what makes your work valuable, effective, and different.

What's something I do in sessions that most people don't even realize is happening?

What happens between the hands-on work that creates results?

What makes my approach different from the average massage therapist?

What do I wish more people understood about how healing actually works?

What am I NOT willing to do in my business anymore and why?

# PART THREE

PART THREE: Share the Real You Let them feel your voice, your story, and your values.

Why did I really start this work?

What's a moment that changed how I practice?

What values shape every decision I make in my business?

What have I healed or learned that helps me hold space better today?

What do I stand for that might surprise people?

# PART FOUR

PART FOUR: Create Curiosity + Connection Draw them in with relatability, insight, and a fresh perspective.

What's a common myth in our field that I love to bust?

What's a counterintuitive truth I've learned that changes everything?

What do I see other therapists doing that doesn't work for me?

What's a "tiny moment" that shows the transformation I help create?

What's one question I could ask today that would get my audience thinking?

# HOW TO USE THE VAULT

How to Use This Vault:

- Pick 1–2 questions before writing a post, email, or caption
- Journal your answers and pull out what's most potent
- Combine 1 from each section to write layered, magnetic content
- Use these to spark conversations, not just promotions

You don't need louder marketing, you need clearer messaging. And when your message clicks? Your people find you faster.

Let them hear you. Let them feel you. Let them know you're the one they've been searching for.

You've got this.



# WANNA GO DEEP?



In the Balanced Biz Program, this is but one small piece of the puzzle we go deep into to ensure you are creating your business around your lifestyle and not the other way around.

You have already mastered massage.



It's time you started earning what you are worth, finding clients you LOVE to work with, and freeing up time for all the fun stuff you love to do. If you are curious about how the Community could help you, check out the qr code or website here!

[www.embodimentcoachingwitherin.com/work-with-us](http://www.embodimentcoachingwitherin.com/work-with-us)

