

How to Use this Guide

This self study guide takes you through a series of exercises designed to help you:

1. Clarify who your ideal clients are - so you know WHO you're writing to
2. Review their presenting problems so you can find common themes and ways to describe those problems using the clients' language
3. Describe your specialties based on your ideal clients' problems
4. Increase awareness of your unique perspective, history and passion for your work. This step is the foundation for describing how your services are the solution to your clients' problems.
5. Begin writing and then honing or distilling an effective profile to use in your marketing materials.

With each step, you will see examples to help you see what the finished product may look or sound like. Your writing will, of course, reflect your unique voice and your clients' specific needs. The examples are provided to engage your brain's implicit learning mechanisms - learning by watching and doing - as well as your brain's explicit learning mechanisms - learning by following instruction.

Notice your internal experiences as you go through these materials. Pay attention to your pace and give yourself breaks along the way. Notice any resistance to doing the exercises. Resistance is often a useful messenger. Honor your own unique way of working. You may find that these exercises give you even better ideas for creating a profile or bio. Follow your intuition.

The Foundation of Your Writing: Stating Your Clients' Problems in Their Words

Before you can write an effective profile, blurb or bio, you may need help clarifying WHO you are writing to and WHAT they need to see on the page in order to contact you.

In the following exercise, you will use your personal experiences working with clients to identify the traits and problems they share.

Client-Problem Worksheet

There are certain clients we really connect to in our work. Their lives and their stories touch us. And in turn, we seem to do our best work with them. Take a moment now and think about some of the people you've loved working with. Use the following form to list your top three to five clients and then, each of their top five problems. Use the clients' own words whenever possible - for example, instead of "social anxiety," you might write "I'm too shy."

Example:

Client 1: Linda	Problem 1: I'm afraid people will judge me.
	Problem 2: I have fear of flying
	Problem 3: I'm my own worst critic
	Problem 4: I'm too passive, but then when I get mad, I blow up.
	Problem 5: I get claustrophobic and I don't want anyone to know.