

# The Life Coach Content Playbook

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# THE LIFE COACH CONTENT PLAYBOOK

## WHAT MAKES YOUR CONTENT CLIENT-ATTRACTING?

Your content goal is focused on client needs and transformation. It's clear, not clever. It's concise. It's consistent. It's exactly what your niche client needs to hear.

## BEFORE CONTENT COMES NICHE

- **Why you need a specific niche:** Your content will fall flat and not generate the results you want.
- **Why and how does this happen:** No one will know that you're talking to them.

*"Niche is the foundation of growing on Instagram you will not grow on Instagram unless you have a clearly defined niche it will be extremely difficult to gain followers or to make sales without a clearly defined Niche if you are not growing on Instagram the first thing that I check is your niche and for most people, it's too vague most people are too broad and too general and non-specific when it comes to Niche."*

***5 Keys to Instagram Success, Brock Johnson, Build Your Tribe***

A niche boils down to two things: **WHO and WHAT.**

When you have the right niche, you will:

- Attract the right clients who resonate with your message.
- Be seen as the go-to expert in your field.
- Have better marketing that is easier to do. Niching makes your marketing clear, compelling, and effective.

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**Narrow your niche.** Choose to include people instead of not being heard.

**Niche clarity is essential.** Setting yourself as the go-to expert is your next best move.

## WHEN YOU NARROW:

- **You'll have clarity:** You'll know exactly who you're talking to and what to say.
- **You'll save time:** Tailored content saves time and eliminates guesswork.
- **You'll create connections:** Clients feel like you truly understand their struggles. Speaking directly to a specific audience leads to more sales.
- **You can be the authority in your space:** Specializing positions you as an expert, not just another coach.

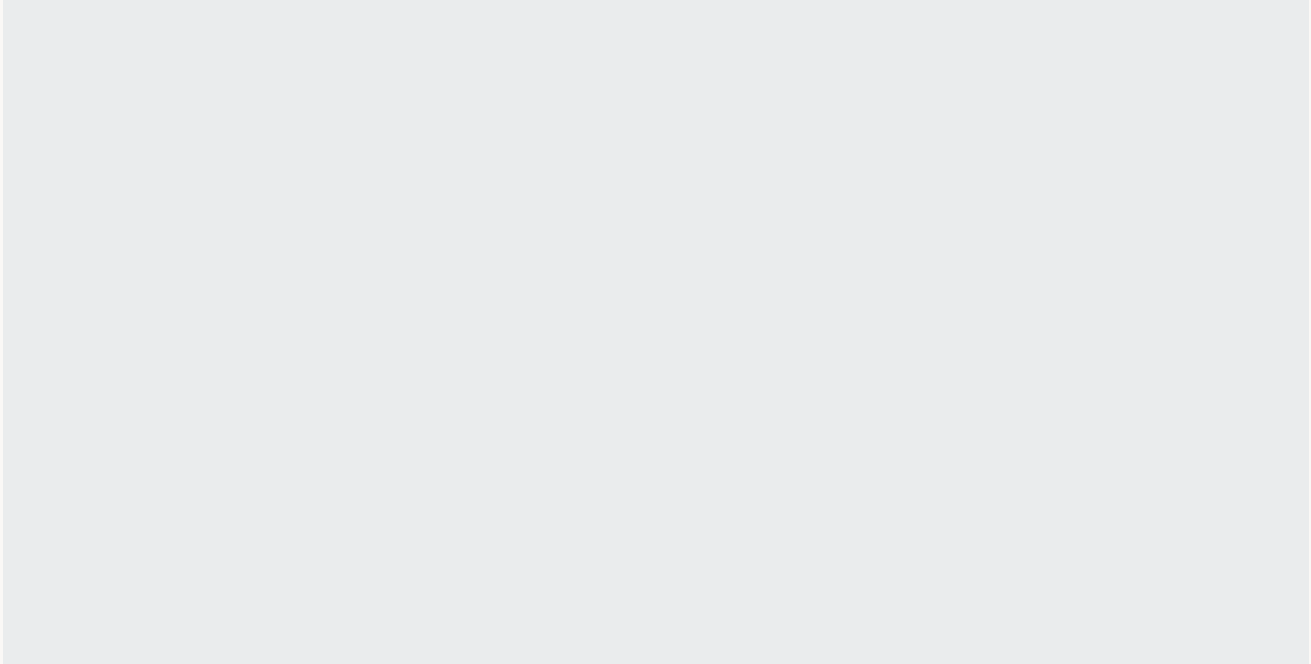
## HOW TO CHOOSE YOUR NICHE

- Pick a niche about what you know best.
- Pick a niche that you don't have to study.
- Pick a niche that you've had a transformation in.
- Pick a niche where you know what they want.

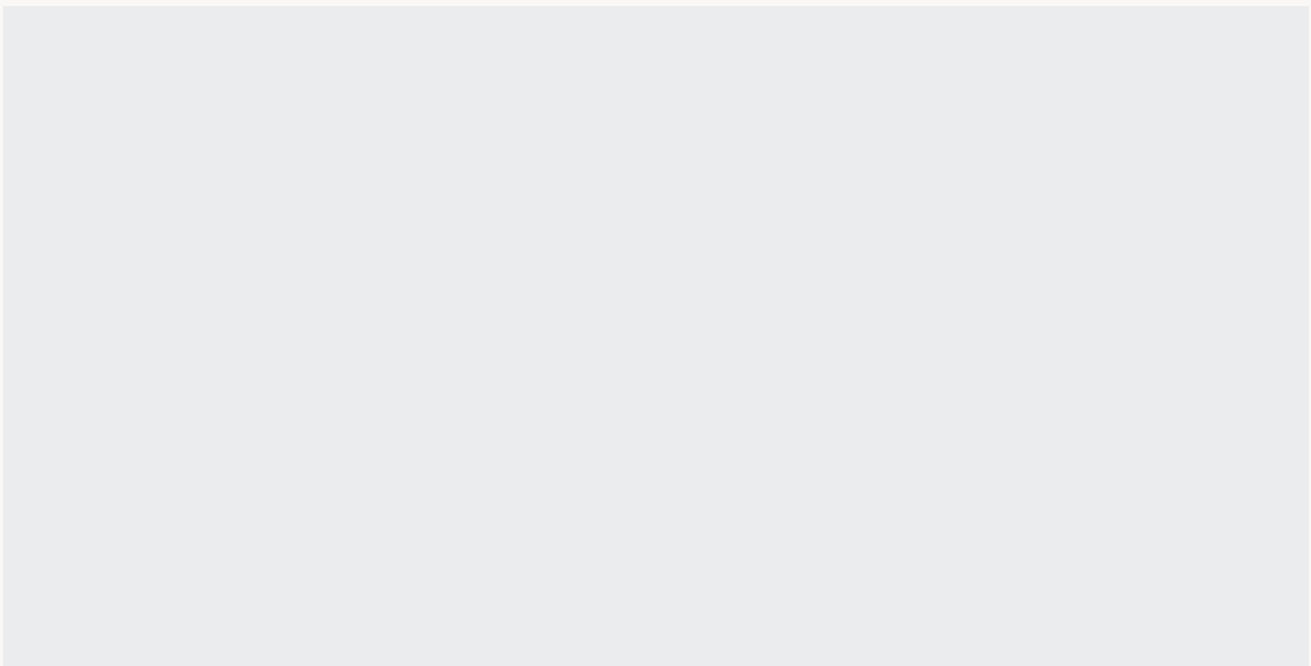
You will know that you've picked the right niche if anyone else is coaching around the same topic. Competition is good!

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**DEFINE YOUR NICHE. WHO-**



**NARROW YOUR NICHE. WHAT-**



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## EFFECTIVE CONTENT STRATEGIES

- Always talk about what you know. Something that requires zero prep work.
- Always show up as you! Authenticity is the key to success in this AI-driven world.
- Pick your content categories based on your niche's main pain point and don't deviate from those. People pay to solve pain.

If you picked the right niche, you've automatically gained EXPERT STATUS, now it's time to show off your expertise.

## CATEGORY SELECTION TIP

Within each category, you'll have:

- **Education:** Share actionable tips, insights, and advice.
- **Inspiration:** Motivate with stories, quotes, and encouragement.
- **Engagement:** Start conversations and engage for connection.
- **Promotion:** Showcase your services and client success stories.

## DETERMINE YOUR CONTENT CATEGORIES BY:

identifying and knowing:

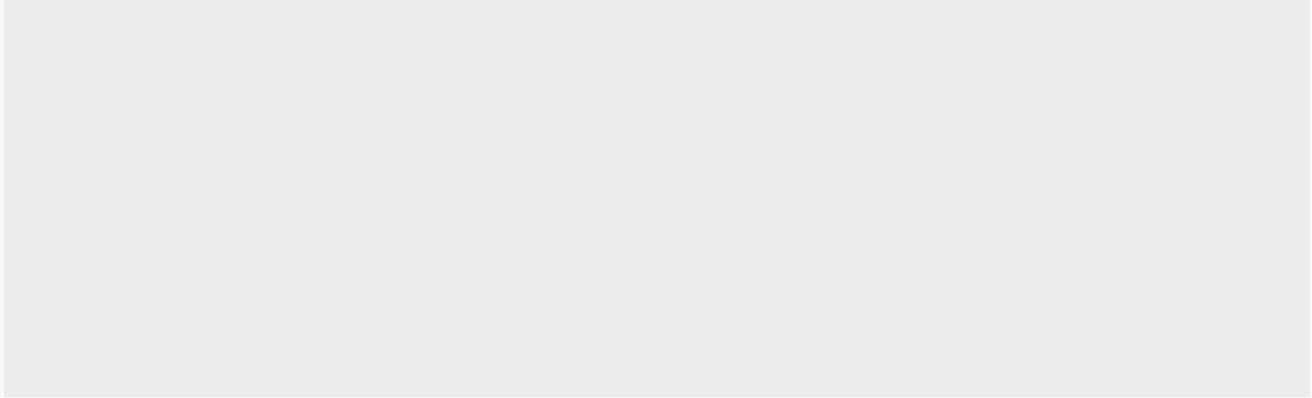
- Pain points.
- Wants, hopes, and desired outcomes.
- Understand what makes you different.

## BRAINSTORM YOUR AUDIENCE'S NEEDS

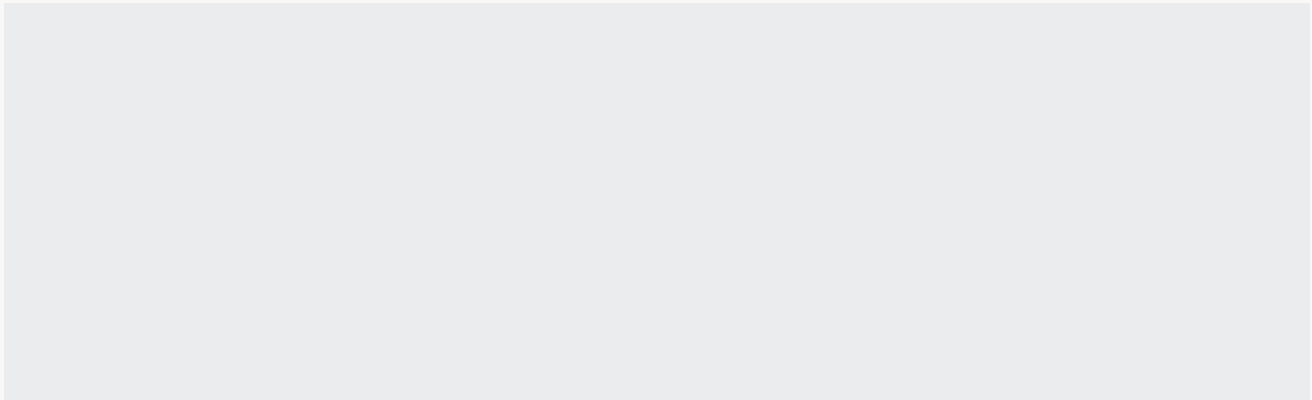
- What are their biggest struggles?
- What solutions do they desire?
- What's the transformation are (think) they seeking?

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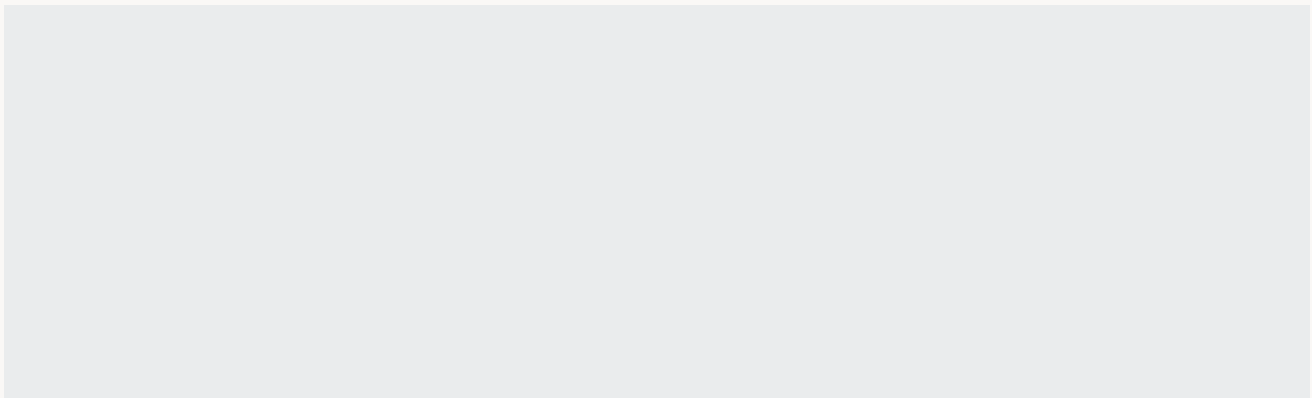
## JOT DOWN 3 PAIN POINTS



## JOT DOWN 3 DESIRES

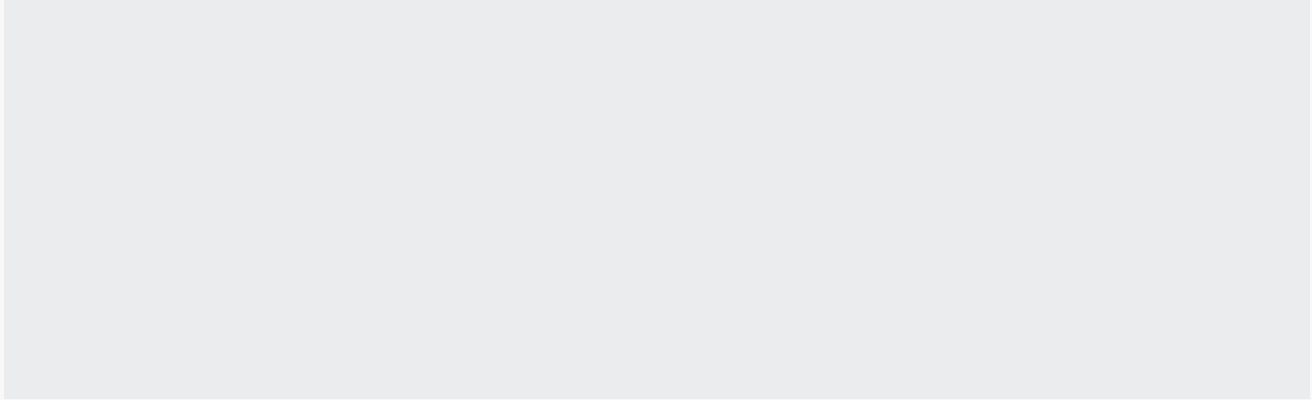


## JOT DOWN 3 THINGS THEY HAVE ALREADY TRIED AND FAILED AT

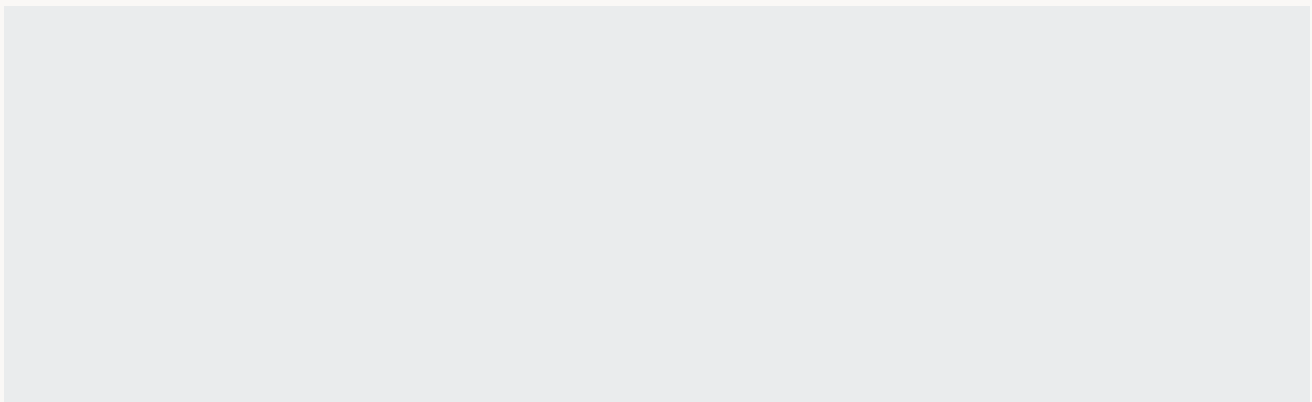


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## **JOT DOWN 3 OUTCOMES FROM COACHING**



## **3 PIECES OF EVIDENCE THAT YOU ARE THE PERFECT COACH FOR YOUR TARGET AUDIENCE**



Narrow to seven one-word or short sentences for categories.

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## FINAL CATAGEORIES SELECTION

Narrow to seven one-word or short sentences for categories:

1.

2.

3.

4.

5.

6.

7.

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## EXAMPLES OF HOW A CONTENT PLAN DIAGRAM WORKS

Each example is crafted to provide clarity, consistency, and alignment with your content topics and can include frequency.

**3-Category Wheel:** A circular diagram with three main categories and examples branching out from each. This is ideal for coaches who want to keep it straightforward.

**The Content Funnel Map:** Create a flow with your content that ties content categories together as you take your clients through the know, like, and trust stages.

- **Top of Funnel (Awareness):**

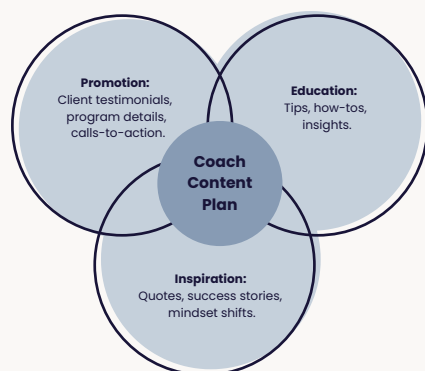
- Content Types: Video, podcast, social media, reels.
- Example: "5 Signs You're Ready for Coaching."

- **Middle of Funnel (Engagement):**

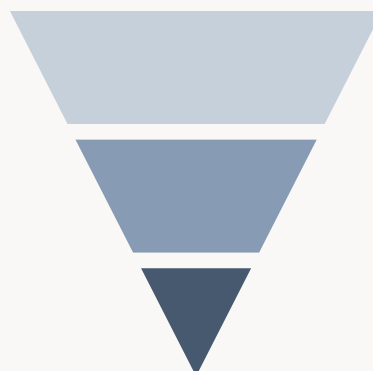
- Content Types: Live Q&As, webinars, email sequences with CTA.
- Example: "Free Workshop: Overcome Your Biggest Roadblock."

- **Bottom of Funnel (Conversion):**

- Content Types: Client success stories, offers and promotions.
- Example: "Join My Coaching Program—Limited Spots!"



3-Category Wheel



The Content Funnel Map

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## **BEST PRACTICES FOR AFTER YOU DETERMINE YOUR CONTENT CATEGORIES. BE CONSISTENT.**

- **Consistency creates familiarity:** People buy from those they trust and recognize.
- **It keeps you on top of mind:** Regular posting reminds your audience you're there to help.
- **Builds your brand:** Consistent messaging establishes your authority in your niche.

Knowing what to talk about is more than half of the problem that keeps you from marketing.

## **BENEFITS OF THE WORK YOU'RE DOING:**

- **Save time:** Batch-create content and reduce daily decision-making.
- **Stay visible:** Consistent posting keeps you top-of-mind for potential clients.
- **Boost engagement:** Thoughtful content encourages connection and builds relationships.
- **Drive sales:** Align content with your business goals to attract paying clients.

## **IT'S TIME TO GO DEEPER TO FURTHER DEFINE YOUR EXPERTISE. WHY? THIS WILL HELP YOU WITH MORE IDEAS FOR CONTENT.**

- What unique knowledge do you bring?
- What results have you helped others achieve?

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## ADD PILLARS TO SUPPORT THE CATEGORIES

List 3-5 terms, ideas, and stories for each category.

Category #1

Category #2

Category #3

Category #4

Category #5

Category #6

Category #7

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## WHAT TO DO WITH YOUR CONTENT CATEGORIES?

- **Use Canva:** to create beautiful graphics so you can be seen as a successful coach. Graphics are the only reason someone stops to look.
- **Determine where you will market:** Pick the spots you can be consistent with.
- **Find out what you need to learn to do the marketing.** How to post, use tech and write.
- **Write out the plan:** Create marketing assets, write a marketing message, and schedule it.
- **Commit to the plan:** DO IT! Consistency is key. All the planning in the world will never get you clients, marketing does.

## CREATE A CONTENT CHART

Daily, weekly, monthly. You decide on the frequency.

## START CREATING CONTENT AND BE ON TO YOURSELF

- Avoid inconsistency: Use a calendar to plan ahead.
- Avoid overthinking: Done is better than perfect—just post.
- Avoid tech overwhelm: Start with one platform and build from there.
- Practice self-doubt: Trust that your message will resonate with the right audience.

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## CONTENT CREATION CHALLENGES

### You'll have questions that will keep you stuck:

- Challenge #1: "I don't know what to post."
  - Solution: Use the categories to brainstorm endless ideas.
- Challenge #2: "I'm not good at writing."
  - Solution: Keep it simple. Speak to one person's problem.
- Challenge #3: "I don't have time."
  - Solution: Batch-create and schedule your posts.

If you're ready to explore how we can support you, let's connect:

[www.DebbieShadid.com/Schedule](http://www.DebbieShadid.com/Schedule)

### Use the Profitable Coach Framework to:

- Learn the tech
- Discover how to use social media in your business
- Find your people
- Learn how to maximize free marketing.
- And get paid clients.