

Your Soul Client Workbook

Attract your ready-to-soar clients by speaking to the heart of who they are, what they want and what they really *need*

Lynn Hord
COPY QUEEN

Soul Client Workbook

Know your ideal client better than they know themselves

Hello! Welcome to your Soul Client Workbook.

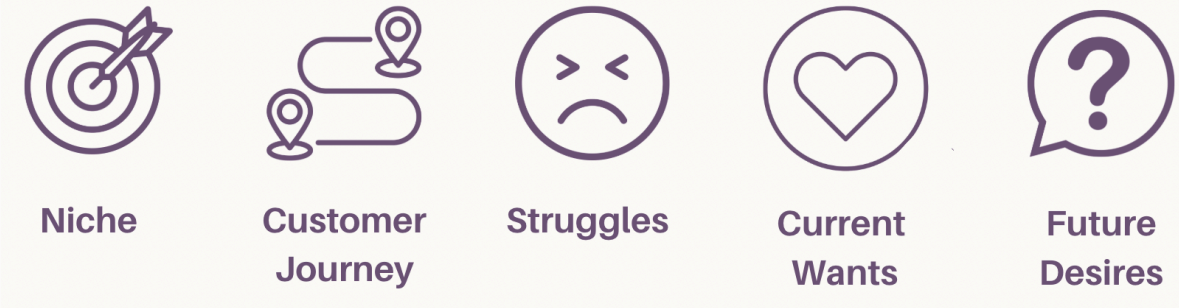
I'm so glad you grabbed this resource because if there is one thing that will instantly boost your ability to connect with your audience, write content that resonates, and craft copy that sells, it's knowing your soul client... *intimately*. (OK, not that kind of intimate lols)

Understanding your soul client is like any relationship – to truly know them you need to spend time and energy on listening to them, asking them questions, getting inside their heads and underneath their skin.

That's the focus for this workbook, to walk in the shoes of your soul client and train your brain to slip into their perspective OR to give you new levels of understanding and nuance about how to speak to them more effectively.

Because THAT is the key to all successful copywriting – being able to speak or write in a way that makes your ideal client feel like you know them, understand their situation, *and can show them how to change it*.

To help you get that clarity and insight you need to write in a way that speaks to the heart and mind of your dream client, we're going to dive into these 5 things:



When you are super clear on these 5 things, and the specifics within them, there is no piece of content or promotional copy that you can't confidently write and know you're hitting all the key notes your audience needs to hear. So let's dive in!

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What we'll cover in this workbook...

Not everyone will need to do all of this workbook, so I've put a clickable index below so that you can head straight to the section you need most. If you're not sure where to start, read the descriptions and trust your gut on where to dive in.

We're covering:

1. **Niche**: identifying the group of people you are speaking to

2. **Higher-Level Client**: questions to clarify your perfect-fit client for each of your offers (so you attract people primed to buy – and succeed!)

3. **Soul Client Journey:** map out your transformation pathway and pinpoint freebies, offers and content your people will snap up.

4. **Challenges, Desires & Dreams:** get into the head and hearts of your people so you can speak directly to what THEY value most.

5. **Specifics that Sell:** Uncover the detail that makes your ideal client say 'how did you see inside my head'?

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Your Niche

Your niche is **who** you are serving with your work. I know people can get a bit twitchy when the word 'niche' gets bandied about. For some people it can feel REALLY hard to narrow down their audience. They know their work can help so many, so it can feel restrictive to speak to just 'one' person and like you are limiting your options.

But it's truly the opposite. I can honestly say after helping people with messaging and marketing for a decade, that when you focus on speaking to one group of people, you will crystallise your message faster, be able to go deeper with your offers and grow your business with more speed and ease!

And, as you evolve in business, the person you work with can too. But for today, for NOW, think about one audience and use what you create in this workbook to write your content and craft your offers.

Ideally, you'd stick with the same person for 3 to 6 months so you can gather the DATA you need – in the form of responses, reactions and enrolments, or lack of – to know if your messaging is resonating with the right person, or not.

Clarify Your Niche

Below is a short series of layered questions that help you get progressively more detail about who you are here to serve right now. Fill in the boxes to clarify your niche.

1. Who are they? (broad brush category of people)

Eg. men, women, non-binary folk, children, parents, graduates, retirees, leaders, divorcees, creatives, nurses, doctors, lawyers, entrepreneurs

My answer	

2. What descriptive word narrows that down?

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Eg **single** women, **recent** graduates, male **divorcees**, **freelance** creatives, **industry** leaders, **spiritual** entrepreneurs.

My answer	

3. What high-level category do you help them with?

Eg making money, growing wealth, intimate relationships, finding love, advancing their career; buying a home; overcoming illness; optimising health; changing careers; growing their business; creative expression

My answer	

4. Your niche becomes: Who + descriptor + category

Eg soul-led women in business; divorced men wanting a new relationship; recent graduates starting their career; single women seeking their soulmate; ambitious entrepreneurs ready to scale their business

My niche is	

NB. No one has to hear or see this apart from you, so it doesn't have to be snazzy, just clear.

BONUS QUESTION #1: How do they self-identify?

Eg what titles / names / characteristics do they use – or want to use – for themselves, such as: rebel, high-achieving, sensitive, empath, boss babe, savvy, ambitious, purpose-driven etc

Add that into your niche...

My niche is	

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Your Higher-Level Client

One of the frustrations I've heard regularly over my time as a business coach is this: 'I'm not attracting the right kind of client'.

Usually this happens when people have been in business for a while, they've honed their craft, they have more awareness of the kind of client they want to work with, but not how to attract that person.

And it's because your messaging is not speaking to that level of person.

Instead you're:

1. **Talking to problems they have already overcome**, not the nuanced, higher-level problems they are currently experiencing.

2. **Not identifying and declaring the kind of skills, experience or characteristics** they need to succeed in your course, programme or package.

3. **Energetically holding on to that earlier stage client**, rather than giving yourself permission to let them go and really focus your energy and attention on the person you are now best suited to work with aka the more aware / experienced ones.

A reminder here that you get to *choose* who you work with! And it's important to your business sustainability – and your ease and fulfilment – to attract those **right-fit people**.

So use the table below to get clear on the skills, qualities, experience, or knowledge your perfect client has, so that you can speak to that in your messaging.

TOP TIP: It will be far more useful if you use the table below to get clarity on the perfect-fit client for each of your offers. Your offers aren't the same, and neither are the problems or desires of the person ready to buy them.

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The right-fit client for a particular offer is the person who is experiencing the problems your offer solves!

The offer I'm writing for:	

The perfect-fit client for that is someone who has:

Qualities / characteristics	Skills	Knowledge	Experience

If you're drawing a blank, frame it as a question to yourself:

How would you identify that person if you met them?

- Someone who is or has... [**Qualities** eg action-taker; shares my values of X,Y,Z; growth mindset]
- Someone who can already... [**Skills** eg write well; do own FB ads]
- Someone who knows about... [**Knowledge** eg shadow work; plant varieties]
- Someone who has already done... [**Past Experience** eg energy healing; been in business X years]

What we're doing in this section is honing in on the characteristics or qualities you WANT or NEED someone to have so they can truly succeed in the offer you are putting in front of them.

This is your IDEAL client, not who you have necessarily served to date but the perfect person who will soar when they get the help you provide.

NB. This is the kind of deeper, nuanced work I help clients with in my Private Copy & Coaching packages if you're looking for that kind of support right now.

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Your Soul Client Journey

If you're involved with any kind of transformation work, it's important to recognise that your clients will usually move through a series of challenges or hurdles on the way to their big, desired outcome.

As a service provider, understanding that journey is invaluable because when we can articulate what our client is going through – and give them insights on what is happening, why and how to solve it – we get:

- **Instant credibility** by demonstrating our expertise
- To **create offers, events and content that are a match** for exactly where they are on the journey!

And when you meet your soul client where they are, that's when signing up for your freebies, webinars, courses and programmes becomes a no brainer for the right client.

Understanding your customer journey isn't something that happens overnight, rather it builds gradually as you work with clients and begin to see the recurring problems, patterns and solutions people need at each stage. (If you're still at the beginning of your business journey, know that this will come in time.)

Map Your Soul Client Journey

Below is a slide I often use to help people visualise the steps of their soul client journey.

I like the analogy of climbing a mountain range. Your people come into your world at Base Camp – this is their **current reality**.

They want to get to the highest mountain peak – that's their **desired, dream future** and the highest outcome of working with you.

Along the way they will climb a series of smaller mountain peaks (the **main challenges or hurdles** they must overcome on the journey with you).

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You, of course, as **the guide**, already know the terrain they are traversing, the challenges they will face on the way to each peak, and the best path (solutions) to take them to the top.



What are the challenges or hurdles?

Each peak or stage on the journey represents something your *soul client needs to claim or gain* in order to progress to their desired future.

Usually, that's in the form of some knowledge, skill, or shift.

An example from my business is this...

My soul-led business women want to share an **authentic message** but at some point realise they are writing their content (and running their business) from their head, not their heart.

This is a big shift they need to make on the path to their desired future, because they can't create a thriving, soul-led business without this shift. So I made a programme called Be The Channel to help them get connected to their heart and create content from their soul voice.

After this shift, they usually need to hone their ability to turn that authentic message into content that is resonant and relevant for their ideal client aka

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meets them where they are. So I teach and coach them on how to do that inside The Elevate Mastermind.

And it's doesn't matter whether, like me, you have a number of offers that move someone along the transformational pathway, or you have just one 12-month programme that does the lot – the clearer YOU are on what need(s) your offers meet the easier it is to sell them to the right person at the right point of the journey.

In the table below, start to map out the different stages or pieces in your customer journey. And big note here – although I have laid it out sequentially, it doesn't have to be a linear journey!

So don't get hung up on the sequence, just think about the shifts, skills or knowledge your soul client ultimately needs.

FINAL TIP: If you get stuck coming up with the stages this way, think about the core problems you are helping most of your people solve ALL THE TIME. *These are usually the flipside of the core shifts you are looking for.*

Your turn...

The key knowledge, skills or shifts my ideal client needs in order to create their desired future are:

Shift #1	Shift #2	Shift #3	Shift #4	Shift #5

Need some inspiration? See the shifts in my customer journey below. Or watch this 9min video where I show you how I used it to pinpoint offers, freebies and content my soul clients need, want and take up!

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Shift #1	Shift #2	Shift #3	Shift #4	Shift #5
Eg **Develop / strengthen Heart/soul connection** so they create from their heart, not head	Eg **Free their authentic voice**; so they can stand out by sharing their soul truth	Eg **Speak ideal client language**, so content is resonant and relevant for them	Eg **Talk about offers in a way that converts**, but doesn't feel icky	Eg. Embody **soul first, strategy second** business growth and leadership

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Challenges, Results, Desires

If you're a coach, creator, visionary or changemaker we're always helping people move from A to B – from where they are to where they want to be.

In the last section we looked at HOW you move them (the shifts) and now we want to dial in on the WHY they want those shifts in the first place...

Because they want to change their Current Reality and create their Dream Future, right! This is why they'll invest money, because they believe you can deliver the immediate or longer-term future they want.

And to effectively speak to both of those, we need *relatable details*.

So the purpose of this exercise is so for you to clearly articulate:

1. The **Challenge**: the perceived problem(s) your soul client is facing (as THEY see it); why it's a problem for them; and what they think will solve it

2. The **Tangible Result**: what they want instead

3. The **Desired Outcome**: why they want that!

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4. The **Real Solution**: what you know will actually solve their problem (because it's often different to what they think will solve it!)

These are the 4 foundational ingredients in your ability to communicate the value of your work to your people. So if you want to become a better copywriter for your business (a skill we all need to keep improving) keep dialling in your clarity around these 4 pieces.

They will help you write more effective content, landing pages or sales pages, emails, compelling hooks and headlines, posts – and more!

And if you have gaps in your knowledge when filling in the table below, that's all good – it means you know exactly what you need to do next to be able to better communicate directly with your soul client.

Before you begin, a mistake to avoid...

There's a crucial error most people make when they are trying to list out the problems, wants and whys of their ideal client and that is this...

Mistaking YOUR perspective for your CLIENT'S perspective.

And using your language, rather than your ideal client's words.

This is super common especially for coaches, facilitators and transformation workers who know there is deeper work to do!

But you have to **meet your people where they are (current reality) if you want to gain their attention**, which means you've got to first speak to what is on their mind, the tip of their tongue and keeping THEM awake at night.

To help you keep those two perspectives separate, I've shared two tables to fill out below – one for your client's perspective and the other is for yours ;)

And when you can articulate the different views AND **join the dots between the two**, you will be able to share the impact and value of your work so much more clearly and powerfully.

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The Challenges, Results, Desires Exercise:

For this exercise, we're going to think about where your person is at the beginning of their journey working with you. Or, if you've got a specific offer you want to sell more of, you can focus on the person who is a perfect fit for that offer.

The key for these tables is to 'work the problem'. So whatever problem or challenge or frustration you put in the first column, you keep that as your focus for the rest of that row - and the same row in the 'Your Perspective' table too.

Knowing each of these pieces (their perspective and yours) for the same problem is the BASIS for how you join the dots between what your soul client is looking for and what you deliver.

Let's get to it!

NB. If you want a standalone template to do this work in, you can make a copy of this one.

Table #1: Your Soul Client's Perspective...

Perceived Problem	Tangible Result	Desired Outcome	Perceived solution
The challenge they are looking to solve (in their language)	What they want instead that tells them the problem is solved	WHY do they want that result ie so they can... (do, be or have what?)	What do they think is the solution to this problem? Ie their next step

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Table #2: Your Perspective...

The Real Problem	Practical / Strategic Solution	Deeper Solution	Your Way to Deliver That
What's the deeper issue they need to solve?	What's the surface-level action they need to take?	What's the inner work they need to facilitate the practical action	What's your process / tool / programme / service that helps with this?

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Specifics that Sell

The single, most frequent thing I say to people when I'm reviewing their copy and content and helping them make it more resonant is this...

"Would your ideal client really say it like that? Is that really what they are thinking inside their head? Are they really doing that?"

Being able to see the world through the 'eyes' of your soul client is both the secret and the greatest challenge when it comes to copywriting!

Because it requires us to put aside our own worldview for a moment, our own language, and connect into the experience of our soul client.

When you can write from their point of view, **using their language**, your soul client gets to 'see' themselves in your sales pages, posts or podcasts.

THAT is how you create that all-important connection that builds trust, motivates action and leads the right person to choose to work with you.

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So let's get down to the business of learning, or strengthening, your soul knowledge of your soul client's language!

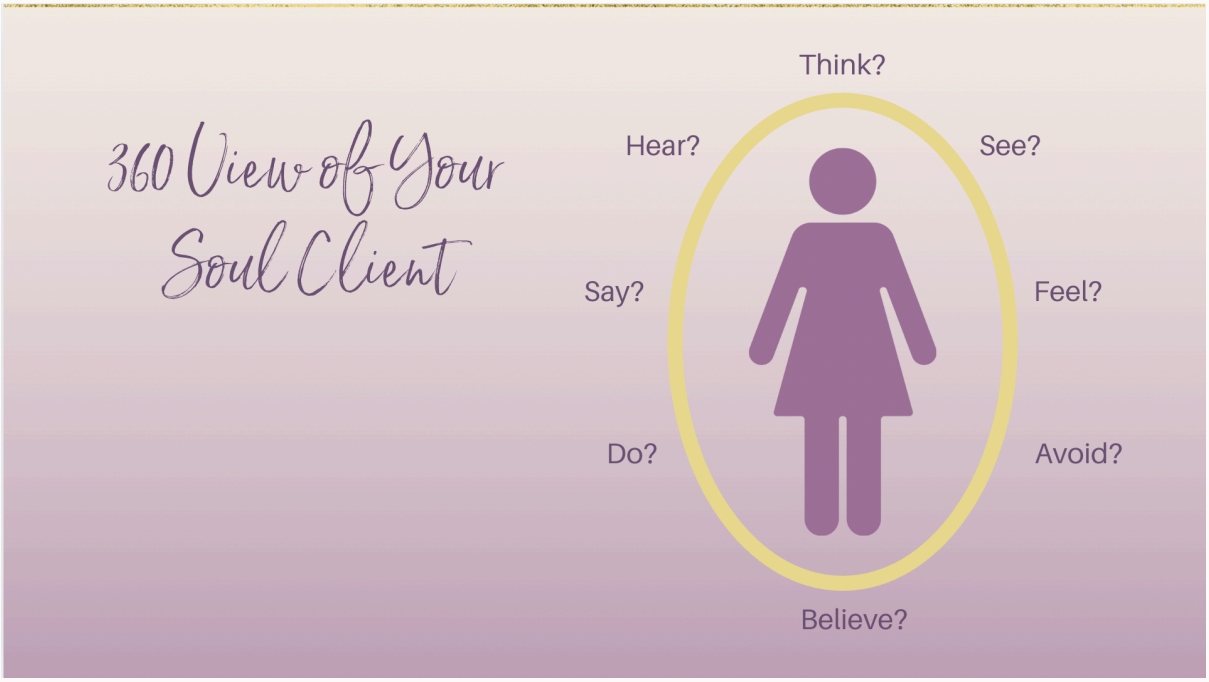
These are the kinds of specific details we want to uncover about your gorgeous soul crew:

The **language** they use	The **thoughts** they have	The **emotions** they feel	What they **hear** from others
The **situations** they experience	The **beliefs** they hold	The **actions** they take	The **actions** they don't take ;)

In concrete terms, I mean what are they Googling? What are the questions in their head? What are they saying to their partner? What actions are they avoiding? What are they afraid of, specifically? How do they feel? It's all in the details!

And you don't need to use all of these things all of the time. But when you have this multi-layered view of your client, you've got multiple, relatable ways to talk about their problem – and your solution to it.

The Exercise: 360 Degrees of Details



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The answer to the question prompts in the image above are what deliver the juicy detail that ultimately leads people to say things like, 'It's like you're in my head'.

Take a particular problem or desire from the table in the last section that you want to flesh out. Then, answer these questions to give you the kind of detail that can 'paint a picture' of their reality.

Below are 6 angles or ways into how you can talk about and reflect in your copy and content what's happening in your ideal client's world. You don't have to use all of these but they give you the flexibility to talk about the same topic in a variety of ways:

NOTE: I've phrased these questions for the 'problem' and you can replace that with desire of course.

1. What do they **SAY** outloud to others about this problem? (Eg Play with sentence stems like... I can't, I won't, I want, I don't, I wish)

They say:	

2. What do they **SEE** outside of themselves that they don't like when it comes to this problem? (eg Facts like... zeros on their bank balance; a house that has paint peeling off the ceiling; Tinder profiles they just keep swiping left on; A Facebook content reach that stays static)

They see:	

3. What do they **HEAR**? From their friends or partners or the media or society? (Eg. 'When's your business going to stop costing us money and actually make some of it?'; 'There's no such thing as a dream man, just look for someone who's nice.';

They hear:	

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4. What do they **THINK** in the privacy of their mind about this problem? (Eg, 'If we don't stop fighting I can't see any way out but divorce'; 'If I don't start making more money with my business I'm going to have to go back to corporate')

They think:	

5. How do they **FEEL** about this problem? What emotions does it bring up? Or, how do they want to feel? (Eg frustrated; angry; sad; proud; connected; alive)

They feel:	

6. What do they **DO** about this problem? (What action do they take? Or what action do they take that's a way to AVOID doing the thing ;))

They do / don't do:	

7. What **BELIEFS** lie beneath the having or not having of what they want? (Eg. 'Things work out for others, but not for me'; 'I am the creator of my own reality'; 'If I just work harder I'll hit my goals'.)

Beliefs are:	

8. BONUS QUESTION: What are they **AFRAID** of? (Eg. being rejected; losing someone; trying and failing; being alone; not reaching their full potential; going bankrupt; not being in control)

Afraid of:	

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How to keep honing a deeper connection with your soul client...

When you're working for yourself or you're THE person who is creating all your business copy and content, it's inevitable sometimes that you can get stuck in your own head.

"I'm afraid I'm saying it wrong! Will it resonate with them? What do I write for my launch? Will it get them to buy? Why isn't this working? I'm bored with my own content, how do I say this in a fresh, new way? How can I use AI and still keep my own voice?"

It can be hard, right? When the pressure is on and you're full in the mind swirl you can lose that heart connection, doubt your efforts and feel like writing for your business is hard work.

That's one of the key reasons women love working with me inside my message and marketing mastermind – because it's a space that helps them come back into their heart, keep following the energy, and taking aligned, consistent actions that build momentum and grow their income.

As a messaging expert with 25 years experience working with words, and an intuitive channel who can read energy, I help my clients sharpen their practical copywriting skill, lean in to marketing that feels easy to them, and support them when words aren't the issues but something deeper is.

If this is the kind of practical and energetic support you're looking for, you can learn more here.

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About your Intuitive Messaging Guide...

Hello! I'm Lynn Hord, a writer, speaker and Intuitive Messaging Mentor who helps coaches, visionaries and changemakers to successfully share their unique wisdom and soul work with the world.

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For the past 11 years I've taught and coached hundreds of women to craft aligned, authentic copy, content and offers that consistently attract their dream clients.

My tribe loves my woo-practical approach that blends intuition and heart with strategy and structure so they can confidently – and sustainably – grow their soul-driven business and amplify their impact.

If you want to stay connected, you can:

- Follow me on Instagram or Facebook
- Visit my website to learn more about my work and programmes.
- Say hi or ask me a question at hello@lynnhord.com or on Messenger DM

Keep being a light in the world!

Lynn x

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Rave Reviews for Elevate...

If you're getting in your own way when it comes to writing copy and feel like you're putting things in place that are not translating, then get into Elevate.

It's a beautiful community of women, and if you want to shift your mindset and have a holistic approach that's more intuitive and aligned to who you really are, Elevate is the place to be.



Bev Roberts, Business Mentor



Claire Kerslake, EFT Specialist

Before I joined Elevate, messaging and copy were a real gap for me. People would say you need to be more tangible in your offers and how you write about them, but I didn't know how to! I'm someone who needs things spelled out and shown examples and Lynn is such a whizz at that. I'm so grateful to be in this programme and able to ask Lynn questions and get regular feedback on my copy and marketing!

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I was looking for support with marketing, and wanted a community of like-minded women who don't want to do the hustle approach. And that's what I found in Elevate.

I love knowing I have Lynn's expertise available to me when I need it. And her feedback on things I've written has boosted my confidence, helped me post more consistently and increased my engagement!

Something in me relaxed now that I know I'm not doing it solo anymore.



Lisa Gaines, Wellbeing Leadership Coach

I'd been looking for a mentor for while but I'd found it hard to find someone who combines masculine structure and an intuitive feminine approach to business, but I found that in Lynn.

Her step-by-step resources and coaching keeps you steadily moving forward, without getting overwhelmed.

She nudges you and asks questions to keep you aligned and on track, but doesn't pressure you and knows that as a sensitive, we have to go at our own pace.



Linda Westlund, Soul Guide

Learn More About Elevate

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