

A man in a light blue shirt and dark trousers stands on the edge of a large, reddish-brown rock formation. He is looking down into a deep chasm between two similar rock formations. The sky is a clear, pale blue. The title 'THE VALUE GAP' is overlaid in large, white, sans-serif capital letters.

THE VALUE GAP

The Principled Marketer

What is the Value Gap?

The Value Gap is the distance between the value a coach delivers to their clients and what the clients are actually willing to pay in return.

Most coaches get certified, build up their skills, and become capable of transforming lives but never learn how to bridge this gap.

Having the coaching skill is only half of the equation. The other half is demonstrating your value in a way that is clear, desirable, and relevant to what your clients want to invest in.

Until the Value Gap is solved, attracting clients (and building a sustainable coaching business) is a tough and exhausting road.



Value Gap Problems

If you're up against the Value Gap, then you are more than likely running into some of these 6 frustrating problems:

- 1 You're not attracting your ideal, committed clients often enough (or ever)
- 2 You're uncertain of your own value (and not owning it)
- 3 You're facing Imposter Syndrome: the fear you will be challenged or exposed as fake by your clients
- 4 You're NOT seeing consistent income and wondering if you will be able to sustain your coaching business in the long run
- 5 You're struggling to justify your prices and are afraid of raising them
- 6 You're fighting to get in front of your ideal client and grab their attention

Many amazing coaches give up believing they are not valuable or have "blocks with money."

In reality, their worthiness was never in question. They were simply not crossing the Value Gap in a way that made it **easy for clients to buy**.

How to Cross the Value Gap

In order to successfully cross the gap and grow a sustainable business, there are 5 critical areas you must get right.

They are:

- **Your message:** how you articulate who you are, why you're different, and the value of what you do for your clients
- **Your offer:** how you demonstrate or explain what your clients get in exchange for their investment
- **Your marketing:** how frequently you can get your message and offer in front of potential clients that leads to sales opportunities
- **Your sales:** how powerfully and authentically you can convert potential clients into paid clients
- **Your cash flow:** how consistent your monthly income is and how much you can invest into the growth of your company

The rest of this guide will show you how to win in each of these areas.



How to Sharpen Your Message

Messaging is one of the most important parts when it comes to your business.

Specifically it comes down to being able to say what you do in a way that conveys your true value, your market, and most importantly, who you want to work with.

It's not good to have a message that screams:

"I'm a [insert market] coach".

If you want to stand out, that message has to evolve into something that answers the questions...



"What do you do?"



"Who do you work with?"



"What are the benefits of working with you?"

So a good example of this would be:

"I'm a body composition coach who helps creatives who work in front of a desk, overcome their back and muscle pains by training them into having better posture"...

Now, that is specific to a degree, you can niche down further.

But, as an example, this will show you distinctly the difference between a good and bad message.

Lets say we got your message done...

Now what?

How to Sharpen Your Message

Well, once you have your message, you're able to leverage that in your content to help your marketplace know you better.

And once someone knows you... likes you... and trusts you...

Well, now you're more than welcome to invite someone to work with you.

It's a case of just doing it and putting it out there.

Will it take time?

Yes, but it'll be a solid foundation for you and your business. It'll mean you can start leveraging more of who you are and the people who work with you, stay with you for longer.

Action step: Craft your message so it answers these 3 questions:



"What do you do?"



"Who do you work with?"



"What are the benefits of working with you?"

How to Build Your Offer

Your offer is the answer to the question: "what am I getting in exchange for my money?"

A great offer thoroughly answers this question and your potential clients experience high value (which allows you to justify a high price point).

A weak offer fails to answer this question. Your clients may say, "I can't afford this" but more often than not, it means they simply can't see the value.

An easy solution for beefing up your offer is **U.S.E.R.**



Unique: how original and different your offer is compared to what your ideal client has experienced before.



Speed of Results: how quickly your client can see a meaningful change in his/herself or his/her reality.



Elegance: how simple and easy to understand your solutions are.



Relevance: how closely your offer solves problems your ideal client values solving.

When most coaches hear "I can't afford you" they assume it means they must lower their prices or create low cost programs.

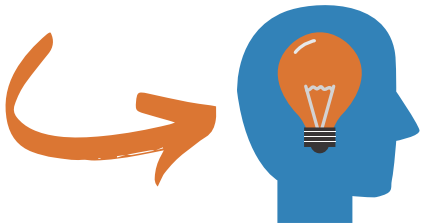
But that is almost NEVER the solution. The solution is to improve your offer and ask yourself if you are addressing **U.S.E.R.**

Once you have built a killer offer and are landing high paying clients, the courses and products you create will be even more appealing!

Action step: review your current offer and upgrade it with U.S.E.R.

How to Launch Your Marketing

Your marketing does not begin with your website, social media profiles, professional head shots, and content schedule.



Your marketing begins with understanding the needs and wants of your ideal client.

Most coaches pour 99% of their energy into building their brand before taking the time to do this.

Yet when their ideal client comes across them, there is no transition into a sales opportunity because they aren't sure the coach has a solution for their needs and wants.

The only way to actually understand the needs and wants of your ideal client is to have **bonafide conversations** with them.

These conversations are *not* strategy sessions or discovery calls. They are simply you, the coach, interviewing people just like your ideal client and asking about their deepest needs, drives, fears, and aspirations.

These conversations yield two pieces of gold:

One: they help you sharpen your message and create powerful offers because you know why and how your clients are craving support.

Two: they lead to sales opportunities because once your potential clients feel thoroughly understood, they will often be curious about what you have to offer.

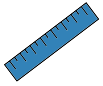
Action step: setup 10 conversations to interview ideal clients in your market.

How to Raise Your Sales

There are three reasons why people hire coaches:



1 - They are in pain (have a problem) and want help overcoming it.



2 - They want help creating a new external reality they can see and measure as evidence of their growth.



3 - They want a proven system or advice from someone who is already living their desired reality (being who they want to become).

Here's where most coaches struggle:



They try to solve a variety of problems for a variety of people instead of mastering a solution to *one* primary pain point.



They don't show how the client can have a new external reality that is *measurable and tangible*. They only paint a picture of internal growth.



They lack a proven system or are trying to help someone accomplish what they haven't already done themselves.

So the coach does an exhausting "dog and pony show" trying to convince the client this vision can become a reality if they enroll.

(Which feels inauthentic, gross, and out of alignment).

The solution is to focus your value on one person - your ideal client. What is the biggest pain point they face? Who do they want to become and what do they want to show up in their life externally as evidence of their growth?

Create a path for this specific person to create this specific reality and your clients will hire you to help them bridge the gap.

How to Stabilize Your Cash Flow

If you are struggling with cash flow in your business and are hoping for an outside force (be it a mentor or program) to magically create a sustainable business by giving you the latest tips and tricks to make money FAST or create an “evergreen, money-making system” then you are operating on false hope.

Mentors and systems are great as guides but please do not throw your life savings at them expecting them to fix a problem that only YOU can fix.

FACT: Your business is going to be inconsistent in the beginning where you see periods of great sales and then periods of no sales whatsoever.

Don't fight it and beat yourself up over it, accept it! It's OKAY for it to as well.

Sacrifices are to be expected, but we can decide to make them short term or prolonged periods of tremendous pain and suffering.

The secret to cash flow sustainability is automating our money management system so the system is consistent, easy, and does the heavy lifting for you!

To begin ask yourself the following questions:

- 1 How much cash do you put into a savings account to be accessed for emergencies only?
- 2 How much cash do you put away into an investment account (IE. to pay for marketing, tools, programs, etc).
- 3 Do you routinely have a plan to do so on a recurring, timely basis without you having to do it manually?

How to Stabilize Your Cash Flow

If you are not doing any of these, set this up today. Now.

It doesn't matter how small or great- just get started! Discipline is key.

By doing it today, you will have money to invest in marketing, programs, and opportunities that will aid your business and all the while doing it in a smart financially sound way.

The key is to grow sustainably: covering your bases and taking manageable small risks to obtain maximum rewards.

Action step: select a percentage or even a small amount of money to automate every month so that money is going towards investments and savings.



How to Solve the Value Gap

As part of our mission statement, each one of the Principled Marketers are giving you all you need to succeed.

While we could fill out this pdf with another 100 or so pages of strategy and principles that would propel you beyond the Value Gap...we're instead going to be sending it to you via email.

Why email?

If you were given the playbook to bring in high-paying clients, it's sad to say you wouldn't use it.

Why?

We're human. It takes us time to get through things while juggling our busy lives.

But if we email them to you...

Well, you can pick up that information and apply it in as little as 20 minutes.

So look out for our next email where we share more of the exact strategies we use to attract higher paying clients, how to message them, what content to put out, and how to enroll them...

We look forward to being on this journey with you.

Until we meet again,

The Principled Marketers
AD, Byron, and Adil