

The Client Journey: From Confusion to Conversion

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How to effectively communicate value and urgency?



Welcome

Segment	Description
Welcome + Icebreaker	Quick intro: “What made you start your business?”
The Client Journey Tree (Interactive)	Guided group exercise: Why Me? Why This? Why You? Why Now?
WIIFM/WGAS Deep Dive + Mini Hot Seat	Apply the frameworks to your business. Group shares 1-minute pitches.
Live Journey Mapping Exercise	Map a client journey from Awareness → Advocacy.
Take Action Challenge	Set 1 goal or change for the week that improves a touchpoint in their client journey.
Wrap-Up	Questions

What made you start your business?

The Client Journey Tree (You Are Your Client)



Client Journey

Journey Stage	Details
Awareness:	Recognizing the need for change and improvement in both personal and professional spheres.
Consideration:	Exploring potential solutions and evaluating different approaches to address their challenges.
Decision:	Choosing a coach or program that aligns with their values and goals.
Implementation:	Actively engaging with the chosen solution and applying strategies to real-life situations.
Reflection:	Assessing progress and adjusting strategies to ensure continuous improvement and success.

From the client/customer perspective. They are going to ask themselves:

1. Why Me? (*Empathy*) What's your client/customer feeling before they reach out?

💬 “I feel stuck because...”

2. Why This? (*Solution Awareness*) What benefits does your product offer that make it the *right* solution?

💬 “This helps because...”

3. Why You? (*Unique Value*) What makes you uniquely positioned to solve their problem?

💬 “You're different because...”

4. Why Now? (*Urgency*) Why is *today* the day the client/customer needs to act?

💬 “If I don't do this now...”

Why Me? Why This? Why You? Why Now?

Example of Lisa's client's perspective:

1. **Why Me?** (*Empathy*) What's your client/customer feeling before they reach out?

💬 "I'm juggling so much, meetings, deadlines, family, and I still feel like I'm not moving the needle in the areas that matter most. I'm smart and capable, but I'm overwhelmed and a little stuck. I don't need more theory... I need clarity and quick wins."

2. **Why This?** (*Solution Awareness*) What benefits does your product offer that make it the *right* solution?

💬 "I don't have time for drawn-out programs or fluffy advice. These 15-minute sessions are focused, no-BS, and action-oriented. It's exactly what I need — clear direction, accountability, and momentum without the time drain. I get real results without sacrificing my day."

3. **Why You?** (*Unique Value*) What makes you uniquely positioned to solve their problem?

💬 "This coach isn't just motivational, they're strategic. They've worked with high-performers like me, they speak my language, and they cut through the noise. Every session feels like a power boost. They actually understand what it's like to lead, make decisions, and want more."

4. **Why Now?** (*Urgency*) Why is *today* the day the client/customer needs to act?

💬 "If I don't do this now, I'll still be spinning in circles a month from today. I've already wasted enough time trying to figure it out alone. One small shift today could change everything. It's just 15 minutes — what do I have to lose, besides the same stress I'm tired of carrying?"

Why Me? Why This? Why You? Why Now?

WIIFM/WGAS Deep Dive + Mini Hot Seat

WIIFM (What's In It For Me?)

Identify the top 3 measurable benefits your offer provides to your clients.

WGAS (Who Gives a Sh*t?)

Clarify your target audience - who actually cares about your offer and who doesn't.

Pitch Practice

Craft a 15-second pitch that hits the WIIFM and WGAS test. Share with the group for feedback.

Applying the Frameworks

Take time to apply the WIIFM and WGAS frameworks to your own business offerings.

PART 1: WIIFM – *What's In It For Me?* (From Your Client's Perspective)

Step 1: Define the Outcome

- What tangible results does your client get?
- Can you quantify it (time saved, money made, peace of mind)?
- What *emotional relief* or satisfaction do they feel?

Outcome: "Save 10 hours a week so you can focus on growth, not admin tasks."

Step 2: Translate Features into Benefits

- List a feature of your product or service
- What benefit does this give the customer?
- Why does that benefit matter to them?

Feature: Automated scheduling

Benefit: Saves time and reduces back-and-forth emails

Why it matters: Client feels in control and professional

Step 3: Answer the Transformation Question

- What is life/business like *before* working with you?
- What is it like *after*?
- Is this difference *obvious* in your marketing?

Before: "I was spinning my wheels, unsure which offer to focus on, chasing every shiny object, and getting inconsistent clients."

After: "I have one clear offer, a predictable lead system, and a 90-day action plan that actually drives results—plus, I feel confident making decisions."

Obvious in Marketing: YES → Website headline: "Go from scattered to strategic: Get focused, book more clients, and take back your time."

WIIFM/WGAS Deep Dive + Mini Hot Seat

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PART 2: WGAS – *Who Gives A Sh*t?* (Reality Check)

Step 1: Define Your True Audience

- Who actually *cares* about your solution?
- What are their values, goals, and pain points?
- Who is just “window shopping” and wasting your time?

Step 2: Check for Alignment:

- Does your current audience see themselves in your story?
- Are you talking to buyers, not browsers?
- Does your content speak their language (not just industry jargon)?

Tip: Ask “Would they miss me if I disappeared tomorrow?”

Step 3: Show That Others Care

- Do you have testimonials or case studies that prove value?
- Do you have repeat clients or strong referrals?
- Are you sharing social proof publicly?

Messaging Alignment

Old (Too broad):

“I help professionals unlock their potential.”

WGAS-Aligned Messaging:

“I help high-level executives eliminate overwhelm, make better decisions, and accelerate measurable results, in just 15 minutes a week.”

ACTION: Test it in real life

Ask yourself:

If I posted this message today, would my *ideal client* lean in and say,

“That’s exactly what I need”?

- If yes → WGAS confirmed.
- If not → Refine your focus, sharpen your language, and speak to the *people who care*.

Who actually cares about what you offer?

Ideal Audience – They *GIVE* a sh*t:

- **High-performing executives** who are tired of being "busy" but not effective
- **CEOs and founders** facing decision fatigue, team alignment issues, or burnout
- **Time-strapped professionals** who want measurable growth without fluff
- **Leaders in transition** (e.g., stepping into a new role, managing a merger, scaling fast)
- **Driven individuals** who care about ROI, clarity, and being held accountable

These people are looking for more than motivation. They want strategy, outcomes, and a coach who gets it.

Who *doesn't* give a sh*t (and that's okay)?

- People looking for a friend, not a coach
- Entrepreneurs who want quick hacks but avoid structure
- Clients who don't track metrics or care about data
- Employees who are told to get coaching but don't want it
- Those expecting you to *fix* them without taking action

They're not ready or invested in doing the work—don't waste your energy trying to convince them.

Journey Mapping Exercise

Explore the initial touchpoints that introduce your client to your brand or offer. How do they first become aware of your solution?

Examine the research and evaluation stage, where your client compares options and decides if your offer is the right fit for their needs.

Walkthrough the moment of commitment, where your client selects your product or service and takes action to move forward.

Outline the experience of getting your new client set up and comfortable with your offerings, ensuring a smooth transition.

Awareness

Consideration

Decision

Onboarding

Delivery

Retention

Advocacy

Describe how you fulfill your promise and provide value to the client through the core of your product or service.

Explore the ongoing touchpoints that keep your client engaged and satisfied, fostering long-term loyalty.

Identify the moments where your client becomes a vocal advocate, actively promoting your business to their network.

1. AWARENESS

“I’m constantly busy but never feel like I’m making real progress.”

Trigger: Julie reads a LinkedIn post: *“If your calendar is full but your outcomes are flat, it’s time for a Results Coach.”*

Touchpoint: Organic content on LinkedIn (thought leadership, 15-second video clip)

Emotion: Frustrated, intrigued

Need: Clarity + control

2. CONSIDERATION

“Could this help me break my cycle of reactive leadership?”

Research: Visits website, checks coach’s credibility, reads testimonials

Touchpoint: Case study from another executive in a similar industry

Emotion: Hopeful, cautious

Need: Assurance that this isn’t another “rah-rah” program

3. DECISION

“I like the structured approach—and the fact it’s only 15 minutes a week.”

Action: Books a discovery call

Touchpoint: 30-min intro session where she gets 1 actionable insight

Emotion: Empowered, ready to act

Need: Accountability, not just advice

4. ONBOARDING

“The kickoff session helped me identify my top 3 priorities—and what to stop doing.”

Experience: 60-min strategy session + access to a simple dashboard

Touchpoint: Email with onboarding checklist, clarity workbook, and call schedule

Emotion: Focused, relieved

Need: Simplicity + direction

5. DELIVERY

“Every 15-minute session forces me to own my outcomes, fast and focused.”

Program: As needed Results Laser Coaching

Touchpoint: Zoom calls, email check-ins

Emotion: Confident, productive

Need: Quick feedback and consistent momentum

6. RETENTION

“I’ve gotten more done in 90 days than I did in the last 6 months.”

Results: Closed internal performance gaps, reduced fire drills by 50%, improved team engagement

Touchpoint: Quarterly review + custom video message recognizing progress

Emotion: Proud, motivated

Need: Growth + recognition

7. ADVOCACY

“Every exec on my team needs this.”

•**Action:** Refers her COO, shares her story on LinkedIn, features coach in a leadership retreat

•**Touchpoint:** Referral program, testimonial video, client spotlight on coach’s blog

•**Emotion:** Loyal, excited

•**Need:** To help others + align with successful peers

What makes this journey so powerful?

•It aligns with Julie’s **internal story** (frustrated → focused)

•Each stage removes friction and increases emotional investment

•The coach’s messaging passed the **WIIFM/WGAS test** at every step

Stage	What's happening?	Touchpoint / Experience	Emotions
Awareness			
Consideration			
Decision			
Onboarding			
Delivery			
Retention			
Advocacy			

Take Action Challenge

- **Reflect on Your Client Journey**

Review the Client Journey and identify one touchpoint that could use improvement.

- **Set a Measurable Goal**

Determine a specific, actionable goal to enhance that touchpoint and drive better client experience.

- **Commit to a Timeline**

Decide on a deadline to implement your improvement, such as by the end of the week.

- **Identify Accountability**

Enlist a peer or colleague to check in on your progress and provide support throughout the week.

- **Take the First Step**

Start immediately to make the desired change and set your client journey optimization in motion.

Questions?