

Introduction

AUDIENCE

<u>Gender</u>	<p>What are the five main feelings your client has about his/her current life situation?</p> <ul style="list-style-type: none">•••••
<u>Job</u>	
<u>Age Range</u>	
<u>Major Problem</u>	


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Be the Expert Who Wrote the Book on it:

Introduction

How did you get to where you are now?



The struggle is real, man.

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Your feelings

OVERLAP

Your client's feelings



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Intersection moment

My struggle in a sentence

The wayback machine

And then...

Introduction

OUTLINE FOR YOUR INTRODUCTION

The Way Back Machine	Be sure to evoke the feeling you mentioned as the overlap between your and your client's journey
And Then..	
The Steps of Out of the Frying Pan into the Fire	
The Intersection Moment	

Conclusion: What are the specific credentials that take you beyond sympathetic friend to qualified coach? (List them here, then tie them together in paragraph form).