OVERVIEW

Outcome Claim Audit

Promise only what coaching honestly delivers.

CLIENT / NAME _____ COACH _____ SESSION DATE _____

P Purpose

Audit every claim on your website and bios: keep the ones your method and proof support, soften or drop the rest.

W Why this matters

One inflated promise can poison a practice: refunds, referrals die, and coaching's reputation pays. Precise claims attract clients who are ready — and stay.

1 Collect your claims

Work here
Copy every outcome claim you currently publish or say aloud.

2 Mark the evidence

Work here
For each claim: proven (client evidence), plausible (method supports it), or aspirational (wishful).

- [ ] Proven — evidence exists
- [ ] Plausible — method supports
- [ ] Aspirational — no basis yet

3 Rewrite the aspirational

Work here
Turn each aspirational claim into an honest sentence about the process, not the guarantee.

4 The medical line

Work here
Draw your boundary: which outcomes will you explicitly never promise (health, legal, financial)?

5 Publish the short list

Work here
Choose the 3-5 claims that will appear everywhere — and only those.

R Read it back

READ-BACK

Read your final claims to a colleague who knows coaching ethics. If they wince anywhere, that line is not ready.

YOUR NEXT MOVE

Put the short list where offers are written (Tool 15, Offer Storyline) so marketing and promises stay one document apart.