OVERVIEW

Client Trigger Events

Find the moments your niche starts looking for a coach.

CLIENT / NAME _____ COACH _____ SESSION DATE _____

P Purpose

List the real-life trigger events — a birthday, a layoff, an empty nest, a failed attempt — that make your ideal client search for help.

W Why this matters

Nobody wakes up wanting 'coaching'. They wake up the week after the layoff. Positioning that speaks to the trigger meets people at the moment of maximum motivation.

1 Mine past conversations

Work here
What was happening in clients' lives the week they first contacted you? List every trigger.

2 Seasonal patterns

Work here
Which triggers repeat on a calendar — new year, school season, fiscal year, milestone birthdays?

3 The quiet triggers

Work here
Which triggers are private and rarely posted about? How will you reach people in those moments?

4 Content to triggers

Work here
Match one piece of content or one workshop idea to each major trigger.

5 Referral triggers

Work here
Which professionals see your trigger first — therapists, HR, doctors, lawyers — and could refer kindly?

R Read it back

READ-BACK

Your best trigger is specific enough to build a workshop title around. If yours reads 'when they feel stuck', go one layer more concrete.

YOUR NEXT MOVE

Pick the top two triggers. They become the headlines of Tool 15 (Offer Storyline) and your next content batch.