OVERVIEW

Client Language Bank

Bank the client's exact words; market in their dialect.

CLIENT / NAME	COACH	SESSION DATE

P Purpose

Collect verbatim phrases from your niche — about the problem, the fear, the hope — and organize them for copy, content and discovery calls.

W Why this matters

The client's dialect outperforms polished marketing language. A phrase lifted word-for-word from an interview can lift response rates better than any clever line you could write.

1 Verbatim harvest

Work here
Copy exact quotes from interviews, emails and discovery notes. No cleaning up grammar.

2 Sort by temperature

Work here
Mark each phrase: pain (how they describe the problem) / hope (what they wish for) / objection (why they hesitate).

3 The fear underneath

Work here
Write the three fears your niche admits only after trust — in their words.

4 The hope underneath

Work here
Same for hopes: what do they secretly believe is possible?

5 Use rules

Work here
Where will each temperature live: headlines use pain, offers use hope, FAQ uses objections.

R Read it back

READ-BACK

Read five phrases aloud. If you would never say them that way, good — they are supposed to sound like the client, not you.

YOUR NEXT MOVE

Feed the pain phrases to your positioning line (Tool 06) and the objection phrases to your discovery script.