

OVERVIEW

Plain-Language Check

Make every public sentence pass the tired-stranger test.

CLIENT / NAME

COACH

SESSION DATE

P Purpose

Simplify your positioning, bio and offer copy until a distracted reader understands on first pass — no coaching jargon required.

W Why this matters

Clarity is a form of respect. Your niche is tired; big words cost energy. Plain language reads faster, sells sooner and translates into referrals people can actually repeat.

1 Collect your copy**Work here**

Paste your one-liner, bio opening and offer headline into one place.

2 Jargon hunt**Work here**

Underline every word your client would not say at kitchen-table speed. Rewrite each.

3 Sentence length**Work here**

Split any sentence longer than twenty words. Read aloud; breathe where the client would.

4 The stranger test

Work here

Give your copy to someone outside coaching for 10 seconds. Write down what they think you do.

5 Lock the words

Work here

Choose the final wording for the three most-read sentences you own.

R Read it back

READ-BACK

If any sentence still needs a follow-up explanation, the sentence — not the listener — needs another draft.

YOUR NEXT MOVE

Re-run this check after every launch. Copy drifts toward jargon every time you learn new vocabulary.