

The first paragraph is from a life coach's website [About Me] page. I offered to take a look as part of presenting my business in a networking group. I reprint the text here and then give my critique. Following that I re-write as a more compelling story.

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MY STORY

WHY I LOVE COACHING

Why do I do what I do? It started when I found myself hiding from my family in the basement, suffering in silence, because I thought being loyal to everyone but myself was the best way to live. That's when my Inner Badass said to me, " Is this it? Is this the way you want to live the rest of your life? Is this the example you want for your daughters? HELL NO!!!!" I said. That's when I decided to change things and say YES to myself and create a life I always wanted. And now I get to help people help themselves. I get to help them connect to their own INNER BADASS and say Yes to things that make them feel more alive. And that is my mission, to have more people in the world feel more ALIVE!!!

What makes you feel More Alive?

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Critique:

- 1) Too many “!”s. Just use one at the end of sentence. Especially since you’re capitalizing words like ALIVE and HELL NO, that’s already emphasis enough. You’re creating overkill which will turn readers off. Nobody likes being shouted at – not even your Inner Badass.
- 2) We don’t see anything of your transformation. We get the “I decided to change things” and then magically skip over to the part where you went through the same things your audience is going to go through. If you tell the story of how you transformed, (or at least give your clients the opportunity to go somewhere else and read it), your potential clients will be able to trust that you can guide them through that same transformation.
- 3) This is all about you. And it should be, in the “My Story” section. But, it doesn’t allow readers to *connect* with you in any way. It still feels distant, and without any real emotion or tension. We see you saying “suffering”, but what does suffering look like? Are you crying? Pulling hair? Rocking back and forth on your heels? Hurting yourself? Allowing

others to hurt you? We, as readers, as potential clients or business partners, need to be able to *feel* what you were feeling, in order to make a greater connection to you. Because we've been in similar situation, we think, but we want to know that we can trust you.

- 4) There is nothing for me to do here. If I'm on this website, I'm probably trying to find out whether you would be a good coach for me. Actually, I'm probably trying to figure out how to get my life back under control. I don't even know that I need a life coach. I've probably tried therapy / counseling, and it hasn't worked, and I've heard about life coaches, so maybe I'll check that out? And so I come to your website. Is coaching right for me? Who are you? Can you identify with my problems? Can you help me? So I click on "My Story", hoping to see that someone has gone through what I've gone through, and instead I just get a rather nice butterfly that looks pretty, but doesn't really help me to connect when I still feel like the caterpillar. What do I do after reading your story? You've currently made it kind of hard for me to know what happens next. You don't want the reader to decide – you want to guide them through a journey that ultimately ends with them signing up for your programs. Left to their own devices, they'll click away and never return.

So – what if it looked something like this?

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MYSTORY

I never imagined I would be afraid of my family, but there I was, in the basement, alone. Hiding from one more day of dirty diapers and dirty dishes. Fearing that I would disappoint my husband yet again. Afraid to go to bed, because what if I couldn't get out of it in the morning? Then how sad and pathetic would my life be?

I cried. I cried into my hands and I thought, "Is this how it's *supposed* to be? Do I have to be this loyal to everyone else but not myself? And what kind of example am I setting for my daughters? Is this the way I want to live the rest of my life?"

And then, from deep down inside, came a voice.

A strong voice.

A *badass* voice.

A voice that I'd always had, but never knew about.

A voice that I'd been suppressing, or, if it had tried to speak up, I'd ignored out of my devotion to everyone else, out of duty, or "love", or "image".

A voice that's inside all of you, if you just let it out. [this links to another page in which the reader can take a X-question quiz to learn whether they're listening to their Inner Badass]

A voice that answered my question in the most profound way. "Is this the way I want to live the rest of my life?" You know what it said?

"Hell, no!"

No way was I going to just take all that suffering any more. No way was I going to keep feeling like I had to give everything to everyone else. No way was I going to stop caring for myself and running myself ragged, living off the last little bits of self-love and self-worth. No, it was time for me to take control of my life.

So I made friends with my Inner Badass. She showed me how to take steps to get my life back under control.

Together we made a plan, and we worked it. I did the hard stuff, she cheered me on every day, every way. We went through some tough times together. [This is a link to a series of 3 blog posts / articles that show you at the start of your journey developing your Inner Badass, half-way through, and at the end.] And now? Now I'm no longer hiding in the closet. I'm no longer scared of tomorrow. Dirty dishes and dirty diapers are still there, but they don't frighten me any more.

I go to bed and sleep easily, because I not only have the life I want, I have the opportunity to lead *others* out of their suffering and into their best lives ever.

You know what? Your Inner Badass is waiting, too. He's down deep inside, ready to lead you on the path to a truly alive life. So that you can get out from under what's stifling you. So that you can find the peace and freedom you're looking for. So that your best life can shine. Isn't that what you want?

Hell, YES!

[links to a landing page where the reader learns more about coaching programs and how to sign up for a free 30 minute evaluation phone call.]

Click the link to learn more about how a coaching program can help you uncover your Inner Badass and harness her power to make sure you live *your best life!*

Not yet ready to dive into coaching? Take this free quiz [link pops up a X-question quiz on which program would be right for them at this time] to figure out if one of my programs would be right for you.

To your best –

Kelly

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This re-write shows more of Kelly's journey. It allows the reader to feel the emotion, the struggle she experienced at the beginning. It adds white space by shortening the sentences and paragraphs, which keeps the reader moving through. It allows the reader to identify with that inner badass, and connect with the desire to allow the inner badass to come out. Most importantly, it gives the reader other opportunities to engage with her website. These are links to other pages or quizzes, which ensure that Kelly is directing the journey from interest all the way through to action.