

Checklist — Landing your first aligned clients

Julien Giraud · Coaching for practitioner-entrepreneurs

> **How to use this checklist**
> This isn't a list of marketing tasks. It's a path to clarity.
> Every box you tick brings you closer to a practice that feels like you and naturally attracts the right clients.
> Start at the beginning. Don't skip steps.

🧠 STEP 1 — Clarify who you really are

☐ I've identified my 3 core strengths as a practitioner (not degrees, but ways of being and working)

☐ I know what sets me apart from other coaches or therapists in my specialty

☐ I've put words to my non-negotiable professional values

☐ I've identified the kind of client relationship in which I truly thrive

☐ I've taken stock of my limiting beliefs around money and legitimacy

🎯 STEP 2 — Define who you're speaking to

☐ I've defined a precise ideal client profile (not "everyone who's struggling")

☐ I know the main problem this client expresses in their own words

☐ I know what this client has already tried before coming to me

☐ I understand what this client really wants — beyond the surface symptom

☐ I know why I'm the right person to support this specific client

💬 STEP 3 — Say clearly what you do

☐ I can explain what I do in 2 sentences without using jargon

☐ My positioning statement names a real problem AND a concrete transformation

☐ When I talk about my work, I no longer feel the need to justify myself

☐ I've tested my wording out loud with at least 3 people outside my field

☐ I'm comfortable with the word "entrepreneur" being part of my identity as a practitioner

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💰 STEP 4 — Anchor your pricing in your value

☐ I've calculated the rate I need to make a decent living from my practice

☐ I've set my rates based on the transformation I bring — not on my hours

☐ I can state my rates without looking away or apologizing

☐ I have one clear core offer (not 7 loosely floating services with no structure)

☐ I know what justifies my rates and can explain it simply

🤝 STEP 5 — Prepare your first outreach

☐ I've identified 10 people in my existing network who might be interested or could refer me

☐ I have a natural way to start a conversation without "pitching" right away

☐ I know how to suggest a discovery call without feeling pushy

☐ I have a discovery call script that I've read, adapted, and practiced

☐ I know how to wrap up a call — whether it leads to a yes or not

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📣 STEP 6 — Lay the foundations of your visibility

☐ I've chosen ONE main communication channel (not three done halfway)

☐ I've published at least 3 pieces of content that express my professional point of view

☐ My online profile (LinkedIn, website, or other) clearly says who I serve

☐ I've asked at least 2 former clients or supervisors for a testimonial

☐ I've set up a simple way for people to contact me

🔁 STEP 7 — Evaluate and adjust

☐ I've had at least 3 discovery calls with real people

☐ I've analyzed what worked and what got stuck in those calls

☐ I've adjusted my wording based on the reactions I received

☐ I know whether my problem is clarity, visibility, conversion — or something else

☐ I have someone (peer, supervisor, coach) to debrief with regularly

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🎯 Review

Steps completed: __ / 35

Score	What it means
0–10	The groundwork isn't in place yet — start with Step 1
11–20	You have good foundations, but key pieces are missing — identify the main block
21–30	You're on the right track — focus on the remaining boxes
31–35	Your foundations are solid — now the challenge is consistency

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This work is the foundation of my PSA coaching — Psychology · Strategy · Action. If you want to go further with an outside perspective: julien-giraud.com