

Persona 3 - Mindset Sally



Description:

Sally is a certified life coach with the ICF. She has been running her own life coaching practice to moderate success for about two years. She is 48 and along with her husband's income, her household has annual income of \$122k per year. She already understands the life coaching industry and already knows the many benefits that life coaching can help both clients and coaches. She is interested in specializing and learning the practice of spiritual coaching so she can help her clients in both their personal and spiritual lives. She understands the connection between the spirit and the mind.

Sally has heard of the Gardner Institute in the past. She almost attended the Evolve Workshop in 2015 but couldn't get off work. Now she is ready to make a commitment to learning the Mindset process.

Location in the Conversion Funnel:

Bottom

Content that will appeal to her:

Sally is interested in benefits specifically related to the Mindset process both in her knowledge and how it will help her clients. She wants to know the full cost and time commitment of the Mindset Coaching course and would like to see what other Mindset coaches have said about the course and how it benefitted them.

Products for Sally:

- Evolve Retreat
- Mindset Synergy Group
- Mindset Coaching Course
- Supplemental Workshops
- Neuroscience Workshop
- Group Coaching Workshop