



Messaging and Value Proposition Example: For Career Consultants & Coaches

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This example shows how a career consultant or coach might complete the Messaging and Value Proposition Worksheet to create clear, compelling messaging that resonates with clients seeking career transition guidance, particularly women in midlife.

STEP 1: Understand Your Audience

Primary Customer Profile:

- Industry/Role: Women 50+ navigating career transitions or seeking renewal
- Key Challenges: Uncertainty about next steps, lack of clarity, diminished confidence after years in workforce
- Main Goals: Finding meaningful work aligned with values, leveraging experience, creating sustainable income

What keeps them up at night? (List 3-5 primary pain points or frustrations)

1. Feeling invisible or undervalued in the job market despite decades of valuable experience
2. Uncertainty about how to translate past experience into a new direction that feels purposeful
3. Decision paralysis from too many options without a clear framework for evaluating them
4. Fear of making the wrong move and wasting precious time at this stage of life
5. Struggling to articulate their unique value in a competitive, often youth-oriented market

What are they trying to achieve? (List 3-5 primary goals or desired outcomes)

1. Gain clarity about the career direction that aligns with their values, strengths, and life stage
 2. Identify opportunities that honor their experience while providing new challenges
 3. Develop confidence in articulating their value to potential employers or clients
 4. Create a sustainable plan that balances income needs with lifestyle preferences
 5. Find meaningful work that contributes to their sense of purpose and legacy
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STEP 2: Define Your Unique Approach

How do you solve their problem differently? (Describe your unique methodology, philosophy, or approach)

The Career Archetype Profiling (CAP™) method takes a fundamentally different approach to midlife career transitions. Instead of focusing on skills or job titles, CAP™ identifies core motivational patterns and archetypal strengths that have been consistent throughout a client's career, even as roles changed. This archetype-based framework provides a fresh lens for evaluating options, one that honors accumulated wisdom rather than treating midlife as a deficit. Unlike traditional career coaching that emphasizes "starting over," CAP™ reveals how to leverage existing expertise in new, energizing directions.

Why does your approach work better? (Explain the key reasons this solution is effective)

The CAP™ method works because it aligns career choices with innate motivational patterns rather than just market trends or skill assessments. Women over 50 have accumulated decades of experience that reveal consistent themes about what energizes them and where they excel. By identifying these patterns through their career archetype, clients gain a decision-making framework that feels authentic rather than imposed. The archetypal framework also provides language to articulate value in ways that transcend age or specific work history, helping clients position themselves more effectively in the market.

What's your origin story? (Why did you start using this solution? What problem were you trying to solve?)

After coaching accomplished women through career transitions, I noticed a troubling pattern: traditional career assessment tools were failing women in midlife. These women had rich, complex careers but struggled to see how their experience could translate into what's next. Conventional approaches often made them feel like they were starting over instead of building on their wisdom. I started using the CAP™ method after recognizing that these women weren't lacking direction, they were lacking a framework that honored their accumulated experience while revealing fresh possibilities aligned with their authentic motivations.

STEP 3: Articulate the Transformation

Before working with you, customers are:

- Feeling: Confused, stuck, and uncertain about their career direction
- Experiencing: Decision paralysis, diminished confidence, and frustration with conventional job search approaches
- Struggling with: Articulating their value, identifying meaningful opportunities, and making confident decisions

After working with you, customers are:

- Feeling: Confident, clear, and energized about their career direction
- Experiencing: Purpose-driven momentum, renewed self-assurance, and alignment with their authentic strengths
- Able to: Articulate their unique value, evaluate opportunities through a personalized framework, and make decisions with confidence

What tangible results do you create? (List 3-5 specific, measurable outcomes)

1. Clear career direction within 30 days through the identification of their core Career Archetype
 2. Personalized transition roadmap with specific action steps aligned to their archetype profile
 3. Compelling personal positioning language that authentically communicates their value
 4. Reduction in decision-making anxiety through a personalized evaluation framework
 5. Increased interview conversion rates through more confident self-presentation
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STEP 4: Craft Your Core Message

Problem Statement (Describe the problem so accurately your customers feel understood)

Women over 50 facing career transitions are caught in a frustrating paradox: they have decades of valuable experience but struggle to see how it translates into meaningful next steps. Traditional career frameworks often fail them, focusing on skills and titles rather than the deeper patterns that reveal their authentic strengths. This leaves many feeling invisible in the job market despite their accomplishments, unsure how to articulate their value, and paralyzed by options without a clear framework for evaluating them. The result is a painful cycle of false starts, diminished confidence, and a nagging sense that they're not leveraging their hard-earned wisdom.

Solution Statement (How you solve the problem in a way others don't)

Using the Career Archetype Profiling (CAP™) method provides a completely different lens for midlife career transitions. Instead of treating you like you're starting over, we identify the consistent archetypal patterns that have driven your success throughout your career, patterns that reveal your authentic motivations and strengths. This archetypal framework creates both clarity about direction and language to articulate your unique value. Through personalized archetype profiles, transition roadmaps, and positioning guidance, you gain not just a career plan but a decision-making framework aligned with who you truly are.

Value Proposition (The specific value you deliver - ideally in one compelling sentence)

I help women over 50 gain clarity and confidence in their career transitions through coaching and resources including the Career Archetype Profiling method. The combination helps my clients reshape decades of experience into a compelling direction forward that honors their wisdom and creates meaningful impact for their next chapter.

STEP 5: Test Key Messaging Components

Headline Options (Attention-grabbing statements that convey your primary value)

1. Discover Your Career Archetype: Find Direction After 50
2. Beyond Skills and Titles: Uncover Your Career Archetype for Clarity and Confidence
3. Your Next Chapter: Career Clarity Through Archetypal Wisdom

Elevator Pitch (30-second explanation of what you do and why it matters)

I help women over 50 navigate career transitions with confidence through coaching and tailored resources, including the Career Archetype Profiling method. Unlike traditional career coaching that treats you like you're starting over, CAP™ identifies the deeper patterns that have driven your success throughout your career, revealing a framework for what's next that honors your wisdom. Whether you're considering a new role, starting a business, or seeking more meaningful work, the CAP™ approach shifts uncertainty into clarity by aligning opportunities with your authentic strengths and motivations.

Key Differentiators (3-5 points that set you apart from alternatives)

1. Archetype-Based Framework: Focus on motivational patterns rather than just skills or job titles
 2. Midlife-Specific Approach: Designed specifically for the unique challenges and opportunities of women over 50
 3. Wisdom-Honoring Process: Treats accumulated experience as an asset rather than requiring "starting over"
 4. Decision Framework: Provides an ongoing evaluation tool, not just a one-time recommendation
 5. Positioning Language: Delivers not just direction but language to articulate unique value to the market
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STEP 6: Align Your Messaging Framework

Website Messaging Priority (What messages should be most prominent?)

1. The frustration of traditional career approaches for women over 50
2. The power of archetypal patterns to reveal authentic career direction
3. Tangible outcomes and clarity created through coaching and the CAP™ method

Common Objections & Responses (How will you address concerns?)

1. Objection: "I'm too old to make a significant career change." Response: "Your experience is precisely what makes this approach so effective. We're not starting from scratch but uncovering patterns that reveal your most authentic path forward."
2. Objection: "I've tried personality assessments before without helpful results." Response: "CAP™ isn't a personality test. It's a framework that identifies motivational patterns specific to your career journey, revealing insights that generic assessments miss."
3. Objection: "I need practical job search help, not more self-reflection." Response: "The CAP™ method delivers both direction and the language to position yourself effectively in the market, clients typically report that interviews become easier because they can articulate their value more confidently."

Supporting Evidence (What proof points will you use to back up claims?)

1. Client success stories highlighting career transitions that leverage previous experience in new ways
 2. Before/after examples of how archetypal clarity transformed self-presentation and market positioning
 3. Testimonials specifically addressing increased confidence and decision-making clarity
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STEP 7: Implementation Timeline

Priority Updates (Which materials need immediate messaging updates?)

1. Website homepage and service pages to more clearly articulate the Bridge-the-Gap approach
2. Sales conversation framework to address common objections and misconceptions
3. Case studies and testimonials to highlight specific, measurable outcomes

Testing Approach (How will you test different message variations?)

Test different headline variations on the website and track engagement metrics. Create content pieces focused on different aspects of the approach (strategy, execution, flexibility) to see which generates the most engagement. Test different messaging frameworks in discovery calls to identify which resonates most strongly with prospects.

Success Metrics (How will you measure if your messaging is working?)

Increased website conversion rates, shorter sales cycles, higher proposal acceptance rates, more self-qualified leads (prospects who already understand the value of the Bridge-the-Gap approach), and reduction in misaligned inquiries.

Additional Notes and Ideas

Consider creating a visual model of the Bridge-the-Gap methodology to make the approach more tangible for prospects. Develop a simple self-assessment tool for prospects to identify their current position in the strategy-to-execution spectrum. Create a "marketing momentum calculator" to help prospects quantify the cost of the gap between strategy and execution.



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