

Ideal Client Profile: “The Rising Professional in Transition”

Definition

A living snapshot of who Elise serves best and why:

Mid-career professionals in transition who are ready to align their external success with internal truth — craving meaning, confidence, and direction for their next chapter.

1. Core Demographics & Identity

- Age Range: 35–55
 - Career Stage: Mid-to-senior professionals, often leaders, educators, or coaches themselves
 - Industries: Tech, education, health, corporate, or consulting
 - Current Situation: Feeling disillusioned, plateaued, or misaligned — sensing there’s “something more,” but unsure how to bridge purpose and practicality
 - Identity Markers: Conscious achievers, introspective thinkers, over-givers, recovering perfectionists
-

2. Aspirations & Desired Outcomes

Surface Goals (Score 1): Find clarity, build confidence, create a fulfilling career

Emotional Core (Score 3): Prove to themselves that they can thrive doing meaningful work that honors their values

Identity Shift (Score 5): They’re reinventing success — moving from performing for approval to living from purpose. They want to embody self-trust, reclaim joy, and be seen as authentic leaders who model alignment in action.

3. Pain Points & Problems

Generic (Score 1): Stuck, uncertain, unfulfilled, burned out

Specific Triggers (Score 3):

- Sunday-night dread before another “meaningless” week
- Constantly toggling between wanting to quit and fearing the loss of stability
- Watching others leap while they second-guess themselves

Emotional Weight (Score 5):

- Feels invisible or undervalued despite years of contribution
 - Guilt for wanting more when life looks “good on paper”
 - Deep fatigue from holding everything together — career, family, image — while quietly losing themselves
-

4. Decision-Making Drivers

- Values: Authenticity, impact, growth, integrity, purpose
 - Motivators: Desire to lead a more conscious, balanced life and align their career with their soul
 - Objections: Fear of instability, self-doubt (“Who am I to want more?”), and concern that change might create chaos for those they love
 - Buying Habits: Invest in personal growth when it feels strategic, holistic, and trustworthy — they need to feel you get both their ambition and their soul
-

5. Fit & Alignment Factors

- Best Fit: Introspective, growth-oriented, emotionally intelligent professionals who value honesty and depth
 - Readiness for Change: They’re at a breaking point of “can’t keep doing this” — open to transformation but need structure and reflection
 - Energizing to You: They’re hungry for real conversations, ready to integrate the spiritual and the strategic, and appreciate coaching that honors their full humanity
-

Rubric Scores (Total: 25 Possible Points)

- Interview Completed:  10 points
- Future Vision Clarity: 5 — Deep emotional and identity-level understanding
- Current Reality Clarity: 5 — Specific triggers and emotional truth
- Journey & Obstacles: 5 — Clear understanding of what's blocking them (fear, shame, over-functioning, lack of belief)

Total: 25 / 25

Summary Line (for sharing)

“I help high-achieving professionals in career transition reclaim their confidence, clarity, and sense of purpose so they can lead their next chapter with authenticity and freedom — without burning down what they’ve built.”