

Your Marketing Message:

The Six Questions your Ideal Clients are asking

The best Marketing answers your potential clients' deepest questions before they even know they have them. Answer each of the following as it pertains to your business, and then weave this information into all of your Marketing.

Here's what they are wondering. How can you address it?

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1. Whether you have ever worked with someone like them
2. Whether you are familiar with successfully dealing with (solving) the specific challenges/pain points they're experiencing
3. What kinds of results or solutions you can bring them (what results you have given your other clients)
4. What makes you different from others (why they should work with you rather than your competitors or the other people they are considering working with)
5. How their life will be different as a result of working with you (the ultimate result, such as - Make money. Save money. Save time. Avoid effort. etc....)
6. What the next action step should be to contact you (call to action)