



*through text*

FIRST, LET'S DETERMINE YOUR AUDIENCE'S PAIN POINTS.

THINK OF A FEW OF YOUR FAVORITE CLIENTS.

- + What do they struggle with?
- + Go deeper - why is this an issue? What do they really want?
- + How does this problem make them feel?
- + How would they feel if this struggle was resolved?
- + How would they feel if they had your solution?

*here's an example for you, from the PBC perspective:*

- + What do they struggle with?

*Our clients are women entrepreneurs who struggle with growing their business, gaining leads and converting those leads to paying customers.*

- + Go deeper - why is this an issue? What do they really want?

*They have this issue because their aesthetic and messaging doesn't connect with their ideal audience. They want to be seen as a confident, professional leader in their industry and they want to make more money.*

- + How does this problem make them feel?

*It makes them feel like they want to quit, like maybe they aren't cut out for entrepreneurship. They feel like they're missing something and don't know what to do to move forward.*

- + How would they feel if this struggle was resolved?

*They'd feel powerful, strong and smart. They'd know exactly what colors, fonts, styles and messaging to use to draw their ideal client to them and easily close sales. They'd save time and become a more efficient business leader because they wouldn't have to stress over every decision.*

- + How would they feel if they had your solution?

*They'd feel supported and like they have someone in their corner they can turn to for business and branding questions at any time. They would see and feel the return on their investment and feel confident they made the right choice in hiring our team.*

APPEALING TO YOUR DREAM CLIENT IS ALL ABOUT CONNECTING AND THEN SOLVING THEIR PROBLEMS.





## CONNECTING WITH YOUR DREAM CLIENT

*through text*

Once you've established your clients true problems, pain points, desired solutions and end results, you can start creating content that speaks to them.

Think of questions that your ideal client likely has surrounding the issues they're facing. You'll want to post the question as a hook to draw your client in and then share your solutions, tips, recommendations and advice either on carousel slides, in the post caption or within the rest of the video or reel.

Sharing your expertise that directly relates to the issues your ideal audience is facing does several things - 1. it positions you as an expert and someone to lean on for advice 2. creates connection with people deeply desiring solutions and 3. gives you content and valuable information to share consistently/

Use the space below to list questions that your ideal client likely has as well as some notes on your suggestions:

Client's question:

*My solution:*

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Client's question:

*My solution:*

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Client's question:

*My solution:*

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QUESTIONS? WE WOULD LOVE TO HELP. *Just email us!*

