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Too many entrepreneurs make the mistake of selling “the system” or the “way they solve the problem” versus selling the solution to the problems that their product or service delivers. Having a compelling marketing message that engages your clients to want to work with you begins by letting them know that you fully understand their problems. See yourself as a problem solver - someone who gets paid to deliver solutions to problems and then you become truly magnetic. Good marketing does two things:

1. It attracts the right clients to you.
2. It repels the tire kickers and the time wasters - and keeps the wrong clients away from you.
Remember when you have a headache, you want to buy pain relievers more than vitamins.

“Enter the conversation that’s already in their head: don’t try to create a new one.”
- Robert Collier

Answer the following questions:

What are your client’s biggest struggles? (In order to become your client’s problem solver, you need to be familiar with what their challenges and problems are!)



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What challenges do they regularly come up against?

What do they wish they could do better?

What is it they have no idea what to do?

What challenges do they regularly come up against?



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What are they most afraid of?

What is it they don't know that they don't know?

What would they do and pay anything to have?

What do they need the most to get these results?



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What are the tangible results or benefits they will receive by working with you?

What results or benefits are your clients actually buying?

What results will your clients **ACTUALLY BUY** to make money, save money, save time, be popular, gain praise, get more comfort, achieve, greater cleanliness, avoid effort, escape physical and emotional pain, and/or attain fuller health.

A profitable business starts with deep knowledge about the ideal client. People do not buy from you because you understand them. They purchase from you because they feel understood.

Who are they? It is time to create your ideal client profile:

What is their age, profession, and gender?



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Who have been your best clients and what do they have in common?

SELF-SELECTION & SELF-RECOGNITION:

You want to pre-qualify your clients with your marketing. Talk about them and position yourself as a problem solver. Put these questions on your website, on the back of your business card, on your flyers, everywhere!

Do you sometimes struggle with... Do you often have a hard time... Do you...
Create your own ending to these questions!

CREATING COMPELLING, ENGAGING, & AUTHENTIC MARKETING MESSAGES:

How do you talk about your business? I work with... [insert who your clients are here] who struggle with... [list the top three struggles or problems] and who would like to... [list the main benefits from working with you]. What separates me from other... [insert competitors] is that... [what makes you different, why are you uniquely qualified, what have you achieved or overcome, and/or your education] and because of this my clients experience... [insider what people will actually purchase].