

Highlight Pain Points

In This Lesson, You Will Learn:

- How to use your customers or client's pain points in your marketing.



What's it costing them?

If you help your clients understand how much it's costing them if they don't act soon, the perceived value goes up.



What Are You Helping Customers Avoid?

- Wasting time?
- Wasting money?
- Missed opportunities?
- Embarrassment?
- Frustration?
- Confusion?



- Weight gain?
- Loneliness?
- Lack of direction?
- Decrease in social status?
- Losing to the competition?
- Physical or mental pain?

Don't Overdo It

Try not to sound like a fear monger or Debbie Downer. A little goes a long way.

Examples:

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Are you tired of wasting time on exercise programs that promise big results but lack a clear plan on how to get there?

We meet people just like you everyday who are wasting time and money because they don't know how to invest it.

Example

After identifying the pain points, use them on your website, flyers, presentation decks.

Don't Let Poor Branding Cost You Business

We feel your pain. We see entrepreneurs with great products and services, but their graphics and messaging are not aligned with their high-quality offerings. Our clients have struggled with:

- ✓ Lack of direction
- ✓ Inconsistent marketing
- ✓ No digital presence
- ✓ Not attracting their ideal customers
- ✓ Feeling lost in the crowd

[Our process >](#)



Logo Development



Full Branding Packages



Restaurant Branding



Outdoor Graphics

I Know Them!

Growing a Business Should Not Be a Mystery

Without the practical skills you need to grow a business and advance your career, it's going to cost you...

● Your business won't grow	● You won't get that promotion
● Your team will lose trust in you	● You'll keep feeling like a "business imposter"
● You'll wonder if you're reaching your potential	● You'll keep guessing at which path leads to business success

You don't have to fake it till you make it. Join Business Made Simple and get everything you need to become a competent professional who doesn't just *sound* like they understand business -- you'll actually *know* how a business works and how to grow it.



- List the challenges that your customers or clients are experiencing and that you have a solution for.
- Add this list to your Swipe File for later use in your marketing.

Summary

- Your potential customers or clients have a problem they're trying to solve. Tap into it by helping them understand how much it's costing them to live without your products or services.