

# DO YOUR IDEAL CUSTOMERS EVEN KNOW YOU'RE TALKING TO THEM IN YOUR MARKETING?

IF YOU'RE USING "BUSINESS OWNER" LANGUAGE, AND THEY'RE USING "CUSTOMER LANGUAGE", THEY WON'T KNOW YOUR PRODUCT/SERVICE IS WHAT THEY NEED TO SOLVE THEIR PROBLEM!

## *CALL YOUR CUSTOMERS OUT DIRECTLY*

Use language that peaks to their specific needs, desires, or pain points. When your audience feels like you understand them and you're speaking to them personally, they're more likely to engage with and trust your brand.

**EXAMPLE:** Are you an X,Y,Z( ideal customer) who X,Y,Z( result they want)?

A Massage Therapist might say: Are you a stressed out mom who's looking to relax and unwind?



## *OFFER SOLUTIONS, NOT JUST PRODUCTS OR SERVICES*

Shift the focus from "SELLING" to SOLVING THEIR PROBLEM!

Highlight how your product/service will improve their lives, solves a problem or specific pain point your customer regularly experiences!

They are looking for the end result, not how you're going to get them there!

