

# DAY 5



## How To Beat Overwhelm, Share Your Message And Help Clients Find You

### STEP 1:

#### BRAINSTORM

- Identify and write down the specific problems that you help your clients solve (and make sure they're relevant to your products and services!).
- Shortlist (between one and three) problems that impact your clients the most.

### STEP 2:

#### IMAGINE THE OPPORTUNITY OF A LIFETIME

To help give it structure, consider:

- Writing down one of the main problems they face (from step one) in the centre of a page and creating a mind map (where you expand on that problem by listing subtopics).
- How would you introduce this 90-minute session?
- What would you include in the middle?
- How would you conclude your presentation (clear call to action to work with you, buy a product)?

"BRAINSTORMING WILL HELP YOU GET CLEAR ON THE MAIN PAIN POINTS YOUR CLIENTS EXPERIENCE SO THAT [THROUGH YOUR CONTENT] THEY RECOGNISE YOU'RE THE RIGHT PERSON TO HELP THEM"

*Ivan Meakins*

