

Powerful You!

Marketing, Packaging & Selling Your Hot
Product or Service, Part I

Ideal Client Profile

Key Research Areas	Key Words Describing Your Ideal Client
Gender	
Age Pick 10 year range or similar generation/life stage	
Family Role Mother or father? Grandparent?	
Relationship Status Single and looking? Committed relationship? Married? Divorced?	
Occupation Self-employed? Employee? Type of profession/business?	
Annual Income \$50-80K \$80-150K 150-250K 250K-1 million 1 million +	
Business Size Solo entrepreneur Small business Medium or large company (based on revenues)	
Cultural Background Ethnicity/race Language Religion/Spirituality	

Key Questions to Further Clarify Your Niche

- 1. Who else knows my ideal clients?**
- 2. Where do my ideal clients gather?**
- 3. When are my ideal clients most ready for me?**
- 4. Why should my ideal clients choose to do business with me?**
- 5. Why do I want to work with these clients?**
- 6. Am I clearly solving a problem that my ideal clients believe is urgent and a priority to invest in?**
- 7. Is there a “money link” to the key problem?**

Sample Script for Invitation for an Interview

Hi (name of interviewee), my name is (your name). I'm a client/friend of (how you know the person) and she thought you'd be a great person for me to talk to.

I (say what you do), and I'm doing some research so I can improve my services.

I'm wondering if I could ask some questions about what would be useful to you or to people you know.

My intention for this call is simply to get more information about your life experiences. This information is totally anonymous.

There's also no pressure for you to buy anything from me. That may naturally unfold if you learn that you want my services. However, this is just an interview. I really value and appreciate your insight.

Unearth your Client's Key Problem/Pain

What problem am I most passionate about helping people solve?

What major problems have I struggled with and overcome?

What key problem has my life experience and training prepared me to solve?

What am I sick and tired of seeing people struggle with?

What do you think is your client's key problem?

Am I solving a high-priority problem my ideal clients are aware that they have and will invest to solve?

When are my ideal clients most **urgently** in need of my help?

How is your client's key problem causing her emotional pain?

How is this key problem causing her physical pain?

How is the key problem negatively impacting her career?

How is the key problem causing her financial stress or loss?

How is the key problem preventing her from making more money or how much money is it costing her?

What is your client afraid will happen to her because of this problem?

How is the key problem negatively impacting other people that your client cares about?

How will the problem get worse if your client doesn't get help now?

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&

It's All About the Money!

Pleasure & Results

What is the most concrete result your client craves? In other words, what do they really want?

How do your clients feel when they get this result?

How is their health/image improved when they get this result?

How is their career improved when they get this result?

How does this result help your clients make more money, or save money, directly or indirectly?

How much money (in dollar amounts) are your clients enjoying (or saving) as a result?

What do your clients get to enjoy with their increased money?

How does this result positively impact the client's relationships?

How do your clients gain more freedom of time because of you or your product/service?

What does having more time allow your clients to do?

Discover/Craft Your Program or Offering

1. What is the first, most irresistible result your ideal clients urgently want?
2. What is the quickest, most effective way to help your clients get the irresistible result they want?
3. What is the first major result or transformation your clients get after working with you or your product for 1-2 months?
4. What other 4-5 hot results does your client enjoy after getting the first major result? Give details about how this transformation improves their life.
5. Can you identify the 4-6 stages your clients go through to get the result they crave?
6. Now look more closely at each stage...are there sub steps your clients need to take in order to complete each stage?
7. Why is your program better than other solutions out there?

Identifying Compelling Features

“Do this (state product/service) ...**so you can** (state direct result)...**so that you can then have** (state far-reaching results).”

Use pain and pleasure words, not technical details.

Examples:

Invest in this (health drink) **so you can** eliminate your aches and pains **so that you can then** live an active and vibrant lifestyle.

Invest in (your business system) **so you can** get the clarity and focus you crave **so that you can then** end the overwhelm and enjoy your life again.

Invest in (this business program) **so you can** get a customized action plan **so that you can then** make money doing what you love.

Crafting a Catchy Title

Mention an important result:

The Speedy Cancer Recovery System

The Deep Satisfying Sleep Program

Or have a short title with a longer subtitle to clarify:

From Grief to Peace: Heal your heart after the loss of a loved one

Or mention “secrets”:

Website Sales Secrets Workshop

Or highlight the person they want to become:

The Irresistible Woman Retreat

The Wealthy Thought Leader

Use a time-limit hook:

7 Weeks to Super Skin

6 weeks to Sleeveless and Sexy

The result made easy:

Social Media Made Simple

Other hot titles to model (notice the verbs):

Never Work Again

Desire After Divorce

Even if you're marketing in a more corporate setting as some of you are, use these principles. Make yourself and your offerings **STAND OUT AND SOLVE PROBLEMS**. Your bank account will thank you!

Your Money Mindset Inventory

1. What is your earliest memory about money?
2. What lesson or message about money did you take away from that?
3. What do you tell yourself when you don't have "enough" money?
4. What do you tell yourself when you have "plenty" of money?
5. If money were a man whom you were dating/married to, what kind of relationship would it be? (e.g. easy and comfortable, dramatic, sneaky...)
6. How do you feel about your financial affairs?
7. How do you feel about "rich" people? "Poor" people?
8. How much money would make you "happy"?

My Money Map

1. How much money on a monthly basis do I intend to make one year from now?
2. From what sources will this come? (e.g. how many clients x how many sales? Or how many team members bringing in how much per month?...)
3. Six months from now I intend to make \$_____ per month. That means that three months from now, the following things need to be in place or in motion:
4. In order for me to have those things in place or in play within three months, the following things need to occur in the next 8 weeks:
5. In order for me to have those things in place in 8 weeks, the following things need to occur
By the end of the month:

By the end of next week: