

Step 1: Problem / Pain Points	Step 3: Tip, Suggestion, Story
<p>Need more clients (money)</p> <p>Don't know where to get clients</p> <p>Don't have a budget for marketing or ads</p>	<p><b><u>Content Piece #1</u></b></p> <ul style="list-style-type: none"> <li>• Shift your energy and reconnect with the WHY behind what you do.</li> <li>• Build your own excitement and belief in the value you provide.</li> <li>• THEN make 5 to 10 "connection" calls the purpose of which is to build relationship – ask questions about them first and when they turn the tables, you share how grateful and excited you are about what you get to do in your business</li> </ul>
<p><b>Step 2: Impact / Go Deeper (What Else Is Going On?)</b></p>	<p><b><u>Content Piece #2</u></b></p> <ul style="list-style-type: none"> <li>• Remember the 80/10 rule. When was the last time you checked in with existing or former clients to see how else you can serve them and/or get referrals</li> </ul>
<ul style="list-style-type: none"> <li>• Feeling frustrated</li> <li>• Feeling not good enough</li> <li>• Might have to get a job</li> <li>• Embarrassed to tell the truth to family/friends (hiding out, pretending things are okay)</li> <li>• Cutting back on things for children, themselves – operating from lack</li> </ul>	<p><b><u>Content Piece #3</u></b></p> <ul style="list-style-type: none"> <li>• Who else serves your ideal client? Make a list of potential strategic alliances and referral partners and then reach out to them</li> </ul> <p><b><u>Content Piece #4</u></b></p> <ul style="list-style-type: none"> <li>• Client story – had no business cards, no website, no money and by reconnecting to his passion and coming up with pricing and packages, earned \$12,000 in 30 days</li> </ul>

## Content Piece #1

Write a blog post then share to your PERSONAL FB page

Then – share from personal FB profile to FB Group & FB page (if you have one)

## Content Piece #2

Do a video (FB Live if you're up for it). Put this FIRST in your FB Business Page or Group – then share to your personal profile

## Content Piece #3

Do a video (FB Live if you're up for it). Put this FIRST in your FB Business Page or Group – then share to your personal profile

## Content Piece #4

Share a client testimonial picture or story on social media .. "Beyond grateful that this is what I get to do."