



Checklist Messaging

Craft a checklist by focusing on the problems and solutions your offer provides, as well as the results your clients walk away with when they work with you.

(Thought Leader Content)

Step 1: What is your direct offer? We want you to be selling NOW!

**Note - “selling” here can mean different things: selling a service, selling who you are as a person, selling people a new idea/way of being or thinking, suite of freebies (WS, Optin, Strategy Call)

Step 2: Create a checklist of 3-5 benefits (of your offer):

After 4 months of working with me, my clients typically see these results:

(Result 1)

(Result 2)

(Result 3)

Ex 1: After 1 month of working with me, my clients typically see these results:

- 1 - Increased clarity with the business financial information
- 2 - Increased confidence in their financial knowledge
- 3- A better understanding of how the money flows into and out of their business

Ex 2: After 1 month of partnering with me for hypnosis, my clients typically see these results:

- 1 - less stress and anxiety in their life**
- 2 - more confidence at work and in social settings**
- 3 - ability to bounce back with more ease after a disappointing life event/set back**

Step 3: Create a checklist of 3-5 symptoms your future clients are currently experiencing (that directly correlate with your benefits):

If you are currently experiencing any of these symptoms....

(Symptom 1)

(Symptom 2)

(Symptom 3)

Ex 1: If you are currently experiencing any of these symptoms....

- 1 - Confusion when it comes to your businesses finances
- 2 - Feeling like you don't know enough about numbers and finances to make informed decisions
- 3 - You do not know if your business is truly profitable

Ex 2: If you are currently experiencing any of these symptoms....

- 1 - sweaty palms, churning stomach, sleepless nights, etc.**
- 2 - nervousness about making your presentation at work, dread to go networking or approaching someone new in a social situation**
- 3 - procrastination, hours of overthinking,**

Step 4: CTA - what do you want people to do?

...then let's...

Ex 1...then let's have a conversation to see if my program, Easy Business Bookkeeping, is the right step for you. DM me to get the convo started.

Ex 2...then let's sit down for a chat and see how we can create change in your life.

Resources:

Read Shannon's checklist messaging post here: <https://www.facebook.com/maryshannon.hernandez/posts/pfbid026JVmUc6XfhG3SPxa4CrYdGdTfQ1RVTPj4F4rK1hANSKjrCHZK6uMPryjRtEFzKDql>