



What are your ideal clients doing incorrectly?

Oftentimes, by focusing on what your ideal clients are doing incorrectly, they will SEE themselves in your content and reach out to you for help.

Stand in your brilliance!

(Thought Reversal Content)

Step 1: What is your 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: Brainstorm at least 4 common mistakes your ideal clients are making—that can shed light onto how you can help them. It helps to pick a small topic to generated specific mistakes.

Small topic: Website Design

- Specific Mistake 1: You are using stock images, old photography, low resolution images
- Specific Mistake 2: Your website is not accessible to all users.

- ☑ Specific Mistake 3: The template that you had before or are using now doesn't represent where you are going/how you have changed
- ☑ Specific Mistake 4: The customer journey hasn't been defined or isn't clear.

Step 3: Outline the main points for your content

- Opening headline with the new result:
- Share your wisdom on the specific topic
- State that this is a mistake that often shows up
- State the new result (yes again) when this mistake gets addressed
- CTA (see step 4)

Step 4: CTA - what do you want people to do next? Comment, DM, book a call, register?

Resources: Share a Specific Mistake

<https://www.facebook.com/maryshannon.hernandez/posts/pfbid02qiEqiHoZgtjZHQ3YJYQthDqmgPk5mnivbF3dp5GzsB4GtaHqhSWAhoby6DoDVvdxl>

