

clear.
simplified.
your own.

Module 2: Messaging In Action

the marketing and messaging class



HOPES AND FEARS

EXERCISE #6

Get to Know Your Customer

In marketing, it's important to really know what motivates your potential customer so you can speak in a language that makes sense to them.

There are two types of motivation... the desire to HAVE something and desire to AVOID something. You can also see this as moving towards and moving away.

You want to know both what your customer wants to have, what they're hoping to achieve AND what they want to avoid, what they're afraid of happening.

This is a simple, yet incredibly useful exercise.

Your instructions are simply to write down everything your potential client hopes and fears.

Under hopes, answer the questions:

- What does she really want?
- What does she desire?
- What's her biggest hope or dream?
- What does she really want that she may not be admitting even to herself?
- What would that give her?
- What does she want to achieve?
- And why does she want that? What would that give her?

Under fears, answer the questions:

- What does she really want to AVOID?
- What is she afraid of happening?
- What is her biggest nightmare?
- What are her worries?
- What is she concerned about?
- What keeps her up at night?
- And why does she want to avoid that? What would that give her?

Think in terms of:

- time
- money
- health
- emotional well-being
- status, ego, pride
- day-to-day tasks
- relationships
- purpose, meaning

Challenge yourself to really flush out all the hopes and fears. If you come up with a fear, ask yourself... what would be the hope related to this? If you come up with a hope, ask yourself... what would the opposite fear be related to this? If you have more than one client profile, do this exercise for each profile.

Keep the list you come up with handy and remember to speak to these hopes and fears when you're communicating about your biz.

Here's an example of doing this from the sales page for this very class. Notice how I speak to hopes and fears and weave in my message about clarity, ease, connection and showing up as yourself.

In business, **MARKETING** is essential. *(problem I'm solving)*

It brings you more clients, more cash, more recognition, and ultimately, more overall success. *(hope, problem I'm solving)*

But I'm not advocating for any old marketing. *(message)*

I'm **NOT** talking marketing with sleazy tactics, false claims, or weird hype. *(fear)*

I'm **NOT** talking marketing in the way that the "get rich quick guru" is telling you to do it. *(fear)*

And I'm **NOT** even talking about marketing the way she's doing it over there... even if you admire her. *(fear)*

Nope.

You have to do marketing **YOUR WAY**. *(hope, message)*

