

OUTSMART THE
COMPETITION

Toolkit

3 MARKETING
STRATEGY HACKS FOR
MAXIMUM IMPACT

OUTSMART YOUR COMPETITON



Welcome,

On April 18th, we will unveil the 3 Marketing Strategy Hacks to overcome Marketing Overwhelm and achieve Maximum Impact!

Our exploration focuses on three essentials:

Pain Points: The real issues driving customers to look for solutions.

Consequences: What happens if these issues aren't resolved?

Solutions: How our offerings uniquely solve these problems.

Grasping these elements changes the game, making our marketing resonate on a deeper level and turning our services into the go-to solutions for our customer's challenges.

Join us as we unravel these insights, not just to sell but to serve and truly create lasting value.

Amy Matthews

QUESTIONS FOR AMY

WHY SHOULD YOU UNDERSTAND WHY YOUR CUSTOMER BUYS

Understanding Pain Points

- *The immediate problem, need, or want that is driving the customer.*
- *These aren't always spoken things.*



Recognizing Consequences

- *The behaviors or outcomes that arise from having the pain point.*
- *These are the result of the pain point.*



Ability Provide & Communicate Unique Solutions

- *Where you enter the equation.*
- *Where you join the marketing party in a big way.*
- *For each of pain point you need to determine how you uniquely provide a solution.*

By understanding this formula, you can begin to meet your customer's needs. It is the foundation for you to build all aspects of your marketing upon. And taking the time now to understand it will just make marketing easier for you.

SOLUTIONS YOU PROVIDE

Okay, so you are probably shocked that we are starting with solutions—with the part of the formula that is all about you. Let's face it: this is where most companies and people are most comfortable starting. Over time, you will become more comfortable with the process and be able to start with pain points, but for now, let's work backward. Remember, the goal is to make it easy.

Two important things to remember as you work on your solutions.

- **Keep it simple**
 - You want the things you write down on the next few pages to use simple and straightforward language that your customer can understand without needing further explanation.
- **Don't use jargon**
 - Don't use words that only people in your field will understand. This will help you avoid a confused consumer does not buy!

jar·gon /'järgən/ noun

special words or expressions that are used by a particular profession or group and are difficult for others to understand

SOLUTIONS YOU PROVIDE

Let's explore the key elements of defining your solutions.

What products and services do you offer?

You might offer one-on-one coaching, group programs, monthly consulting packages, project work, or even a book. This is about taking an accounting of what you offer.

SOLUTIONS YOU PROVIDE

How is what you offer unique?

How is what you offer different? Is your approach different? Do you offer things that others do not? This is about documenting what is “special” and sets you apart from others that do what you do.

SOLUTIONS YOU PROVIDE

What is the benefit of doing business with you?

Think of this as the outcome of working with you. One benefit of being in the club is that, over time, marketing will become easier. This can be a list of benefits you offer or outcomes you help them achieve. It can also be how you make your customers' lives easier, more successful, and just all around better.

SOLUTIONS YOU PROVIDE

Now, take your solutions and turn them into statements

In the example below you will see a solution that we created that the Shattering Expectations Club provides customers.

Pain Point	Consequence	Solutions
		In the Club, you will create a clear picture of who you are trying to reach (your customer), why they buy, how to talk to them and everything that comes after that!! Then you can make better decisions on what's the right marketing for you and your business.

Looking back at your answers to the questions on the previous pages turn them into statements that can serve as solutions for your customer. Not one big solution but individual solutions. So if a solution when you read it has a lot of components it is most likely more than one solution. Separate them below into individual solutions.

CUSTOMER CONSEQUENCES

Consequences are what happens when a customer's pain points go unaddressed. Think of them as the visible, often outspoken effects of unresolved issues, shedding light on what your customer experiences when their needs or desires are ignored. These outcomes are pivotal, providing a clear window into the customer's situation and the pressing need for solutions.

Grasping the consequences your customers endure is critical, as it uncovers the actual impact of their struggles. This understanding moves past merely conceptual needs, delving into how these challenges materially affect their day-to-day existence, professional life, or emotional state.

The consequences your customers face don't need to be earth-shattering, but they do need to be enough of a deterrent that they want to find a solution. Consequences are often negative.

What behaviors or situational outcomes have necessitated the need for a solution?

Okay, working backward from the solutions that you created, you're looking for what happened that sent them looking for answers. Often, these are the exact things that your customers are saying to you.

Now, let's document the consequences of the solutions you identified previously.

CUSTOMER CONSEQUENCES

Now, take the consequences you have identified and turn them into statements. In the example below, you will see the consequence for the solution we created previously.

Pain Point	Consequence	Solutions
	I end up with a lot of pieces to the puzzle but a lack of understanding how they all fit together into something that works for my business.	In the Club, you will create a clear picture of who you are trying to reach (your customer), why they buy, how to talk to them and everything that comes after that!! Then you can make better decisions on what's the right marketing for you and your business.

Looking back at your answers to the questions on the previous pages, turn them into statements that can serve to articulate the consequences your customer has. Not one big consequence but individual consequences. So if a consequence when you read it has a lot of components it is most likely more than one.

CUSTOMER PAIN POINTS

Pain points are your customers' significant problems or frustrations, the root reasons they seek solutions. Grasping these issues involves empathy and keen listening to uncover what truly troubles your customers, from daily annoyances to profound concerns.

Pain points are the underlying needs that cause the consequences they face. They are the root of what you are trying to solve for them. You must go this deep because without this level of understanding, your solutions may fall short of providing real resolutions to the needs they need to be met.

Just like the consequences your customers face, their pain points don't need to be earth-shattering, but they do need to be enough of a deterrent that they want to find a solution.

Let's identify the pain points for their consequences.

What is the underlying problem, need, or want that is driving my customer?

This is about asking why the consequence is happening. Your customer may not be articulating this, but it is still key to why they buy.

KEY TIP

- Keep your product or service out of this. You have nothing to do with their pain, their need. You aren't driving their behavior. It is all about your customer. It has nothing to do with you.

CUSTOMER PAIN POINTS

Now, take the pain points you have identified and turn them into statements. In the example below, you will see the pain for the consequence and solution we created previously.

Pain Point	Consequence	Solutions
Everyone has a product or service that they say is the best marketing I should do, but I'm unsure how to judge for my business.	I end up with a lot of pieces to the puzzle but a lack of understanding how they all fit together into something that works for my business.	In the Club, you will create a clear picture of who you are trying to reach (your customer), why they buy, how to talk to them and everything that comes after that!! Then you can make better decisions on what's the right marketing for you and your business.

Looking back at your answers to the questions on the previous pages, turn them into statements that can serve to articulate the pain points your customer has. Not one big pain point but individual pain points. So if a pain point when you read it has a lot of components it is most likely more than one.

SAY GOODBYE TO THE OVERWHELM



YOUR 2-WEEK FREE TRAIL
UNLOCKS AT THE END OF
THE WEBINAR!



Don't Miss

Important upcoming dates

What: Outsmart Your Competition Webinar

When: April 18, 2024
11:00 am - 12:00 pm EST

How: [Log on to the meeting using this link.](#)

What: **Shattering Expectations Club Q&A**

When: April 25, 2024
11:00 am - 12:00 pm EST

How: Join the Club and we'll grant you access to the Monthly Q&A with Amy.