Or, What Stands in the Way of Your Client Getting Exactly What She Wants?
Question!

Who (or what) keeps you from getting your marketing done?
What People Tell Me

#1 Marketing Challenge

1,164 responses

- 32% aged 41 to 50
- 40% "My plate is FULL. I have to do everything myself."
- 21% I'm stuck on how to market myself without feeling like a sleazy used-car salesman

3 out of 4 respondents are women

We asked: What's the #1 Marketing Challenge you're dealing with today?

Note: Skills applies to other than technology
Question!

- Who remembers what the 5 Starter Recipe Ingredients are?
Starter Recipe Ingredients

- Biggest Desire or Problem
- **What stands in the way of solving/getting it?**
- What’s possible when you do?
- Why are YOU best suited to solve/get it?
- Call to action
“If I could just ______________________
Things would be Perfect!”
Every Villain Wears a Mask

Time Thief
Is She YOUR Nemesis, too?
You’ve Got To Dig Deeper

- What causes X to happen?
- Is this something your client even knows or understands?
- Why or why not?
<table>
<thead>
<tr>
<th>Internal</th>
<th>External</th>
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<tbody>
<tr>
<td>Unconscious</td>
<td>Conscious</td>
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God grant me the Serenity to accept the things I cannot change; the Courage to change the things I can; and the Wisdom to know the difference.
The Problem with Too Many Villains
Tune In with the Villain
Where's Your Power?

Your Entire Potential Market: All the People Who Could Buy From You

People Who Know They Have a Need, but aren't Ready to Buy

Those Who Know They Have a Problem/Need, are actively searching for a solution, and have the time/$ to invest

Will Refer You and Buy from You Over and Over and Over...
Your Positioning Matters

- What’s broken in your industry? Where are the holes? This is your rant/soapbox!
Low Desire/Readiness

HIGH Desire
What’s Your Artichoke?
WHERE do you LOVE your biz?

- What makes you as EXCITED about doing your work as you are about your “Artichoke”? 
Let’s Brainstorm!
Your Assignment

1. Brainstorm at least two villains for each quadrant (Internal/External and Conscious/Unconscious).
2. Pick ONE that would be the best for you to tackle right now.
3. Create an Avatar for this Villain (with a visual) and describe it fully. Don’t forget the emotions! Explain why you chose this one as your focus.
For More...

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