

Paige.

# The PlayBook

MEMBERSHIP

BUSINESS | MODULE FOUR

*Selling Without Feeling Salesy*

INTRODUCTION

THE HUMAN BRAIN & BUYING BEHAVIOUR

UNDERSTANDING BUYER ARCHETYPES

STRUCTURING DISCOVERY CALLS

DO’S & DON’TS

CONTENT THAT BUILDS TRUST

PRICING & DISCOUNTS

# What is Soft Selling?

AND WHY I HATE “SALESY” SELLING

## SELLING DOESN'T MEAN FORCING PEOPLE TO BUY. IT MEANS HELPING THEM SEE HOW YOU CAN MAKE THEIR LIFE EASIER OR BETTER.

Soft selling is about:

- Building trust
- Showing your value naturally
- Letting people come to you when they're ready

You're guiding, not convincing. You're sharing, not shouting.

Example:

- ✗ "Limited spots left, DM me now!"
- ✓ "I've been working on this new brand project, I can't wait to show you how it came together. If you'd love something similar, message me and we can chat."

**That's soft selling, it's natural, honest, and caring.**

## WHY I HATE “SALESY” SELLING?

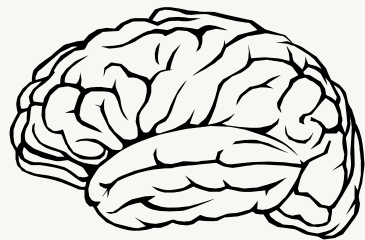
Most creative business owners don't like selling because it feels fake or pushy. Also, this might not be part of your brand.

But you can sell by simply showing how you help and letting your work speak for itself.

***Mindset shift: Instead of “I’m selling something”, think “I’m helping someone.”***

# The Human Brain & Buying Behaviour

HOW PEOPLE MAKE BUYING DECISIONS AND WHY SOFT SELLING WORKS.



**a. The Two Parts of the Brain**

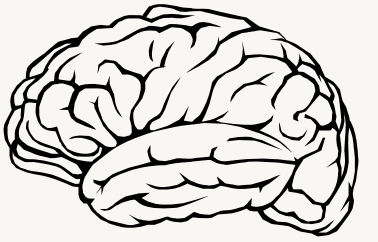
Brain Type	Description	What It Needs
Emotional Brain (fast)	Works on feelings and stories. Makes quick decisions.	Feels safe, seen, and excited.
Logical Brain (slow)	Checks details and facts.	Needs clear proof and structure.

Soft selling speaks to both. You connect emotionally first, then back it up with logic.

*Example:*

*“I know how stressful it feels to show up online when your brand doesn’t look like you. If you like, I can create a strategy which will outline the visuals that feel like you again.”*

**This line hits both emotion and logic.**



## THE BRAIN AVOIDS PAIN FIRST

People move faster to fix a problem than to reach a dream.

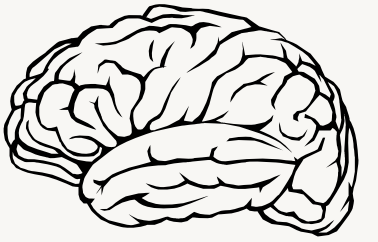
Example:

✗ “I’ll help you grow your audience.”

✓ “I’ll help you stop wasting hours trying to make your posts look good.”

Focus on removing the struggle, then show the result.





## THE BRAIN NEEDS REPETITION TO FEEL SAFE

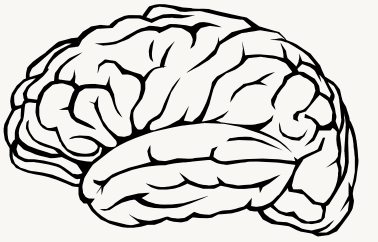
The more people see you, the safer it feels to buy.

That's why consistency is key, even quiet, gentle selling works when it's regular.

Tip:

Post often enough that people say, "I see you everywhere!" That's trust-building.

**On average, someone has to see something 7 times before they purchase.**



## THE BRAIN BUYS FROM PEOPLE WHO FEEL LIKE “US”

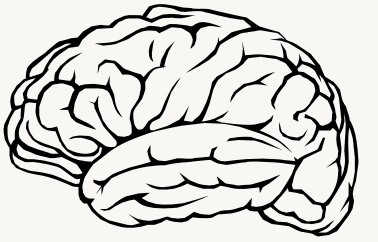
We buy from people who feel relatable.

Show the real you, not a perfect, polished version.

Example:

Stop overthinking every caption and instead, start writing like you’re texting.  
friend.

That builds connection through honesty.



## THE BRAIN LOVES STORIES, NOT STATS

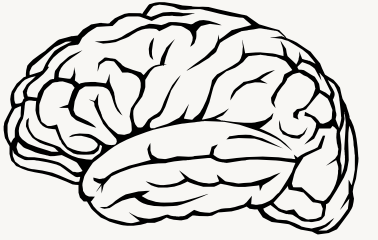
Stories light up the brain. Facts don't.

Example:

“I’m so happy yo hear my client is now booking her dream clients because her visuals finally match her messaging after investing in a full brand identity wuth me.”

Stories create emotional proof, people imagine themselves there.

## THE BRAIN LOOKS FOR PROOF



Before buying, people ask:

- Is this person real?
- Can they do what they say?
- Will I get what I expect?

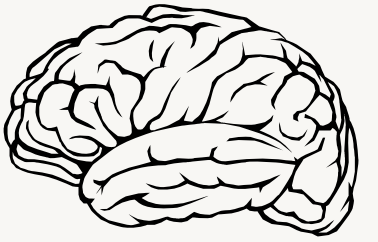
Show proof softly:

- Share visuals of your work
- Show your process

You're already doing this by sharing your work instead of shouting about it.

**And remember, not everything needs to go on your Instagram feed. Instagram stories are one of the best places to sell!**

**I also no longer share social media results on my profile.**



## THE BRAIN NEEDS CLARITY

If people have to think too hard, they'll scroll away.

End every piece of content with a clear, gentle next step.

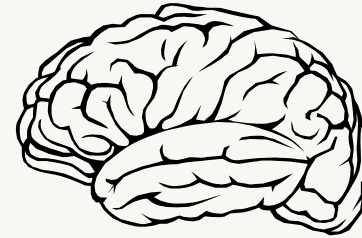
Example:

“If this sounds like you, my DMs are open to any questions you may have.”

“You can find all the details in my bio.”

Simple, kind, clear.

**AVOID**, industry jargon.



### **SO REMEMBER...**

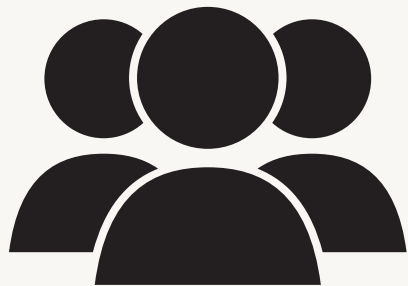
1. Connect emotionally
2. Reassure logically
3. Repeat consistently
4. Be relatable
5. Use stories
6. Show proof
7. Give clear next steps

# Understanding Buyer Archetypes

EVERY CLIENT THINKS DIFFERENTLY

Buyer Type	What They Care About	How to Speak to Them
Thinker	Details, process	Be clear, show how it works.
Feeler	Emotion, connection	Tell stories, show empathy.
Action-Taker	Speed, clarity	Keep it short, give next steps.
Observer	Trust, consistency	Keep showing up — they'll come later.





# THE THINKER!

## HOW THEY THINK

- Logical and careful.
- Needs details and proof before deciding.
- Likes to understand the process and see structure.

## HOW YOU SELL TO THEM

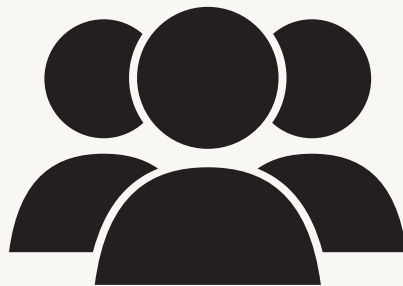
- Explain how you work, your process and reasoning.
- Use facts, structure, and clear outcomes.
- Be patient; they take time to decide.

## CONTENT THAT RESONATES

- Before-and-after visuals that show improvement.
- Breakdowns of your design or content process (“Here’s how I plan a month of content…”).
- Case studies or results (“This rebrand helped the client double their engagement”).
- Testimonials with details (“I loved how smooth the process was and how she explained every step”).

## WHAT TO AVOID

- Vague promises (“I’ll make your brand stand out”).
- Overly emotional language (cringey/cheesy).



# THE FEELER!

## HOW THEY THINK

- Emotion first, logic second.
- They buy when something feels right.
- They care about people, stories, and connection.

## HOW YOU SELL TO THEM

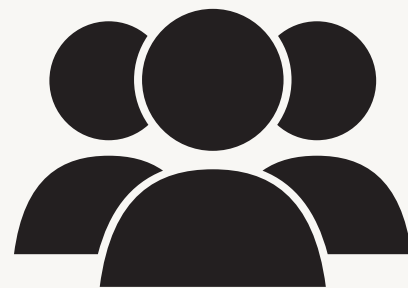
- Speak with warmth and empathy.
- Share why you do what you do, not just what you do.
- Show real people and emotions in your work.

## CONTENT THAT RESONATES

- Personal stories, how you helped a client, or what made you start your business.
- Behind-the-scenes videos that show your care and excitement.
- Client transformations told through emotion (“She said she finally feels proud to share her brand online”).
- Relatable posts, share your challenges, lessons, or what lights you up.

## WHAT TO AVOID

- Overly corporate language (industry jargon - big no).
- Hard, numbers-based selling.



# THE ACTION-TAKER!

## HOW THEY THINK

- Fast, confident, decisive.
- They like clarity, not fluff.
- They buy when they see clear value and an easy next step.

## HOW YOU SELL TO THEM

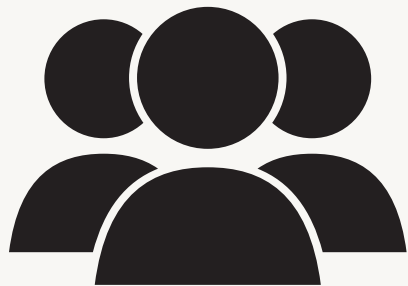
- Keep things short and clear.
- Show results quickly.
- Make it easy for them to take action.

## CONTENT THAT RESONATES

- Quick transformations (“From this → to this, in one design project”).
- Clear calls to action (“DM me ‘brand’ and I’ll send you info”).
- Simple visuals or bold statements (“Stop blending in. Let’s make your brand stand out.”).
- Reels or posts with direct, confident energy.

## WHAT TO AVOID

- Long captions or over-explaining.
- Complicated booking processes.



# THE OBSERVER!

## HOW THEY THINK

- Quiet watchers.
- They take their time to trust.
- Often follow you for months before enquiring.

## HOW YOU SELL TO THEM

- Stay consistent, they're watching everything you do.
- Be genuine and predictable (no sudden tone changes or constant discounts).
- Share your work often and show progress.

## CONTENT THAT RESONATES

- Consistent updates ("I've just started a new brand project...").
- Lifestyle snippets (your day, workspace, process).
- Behind-the-scenes of your creative routine.
- Posts that show stability and professionalism.

## WHAT TO AVOID

- Going quiet for long stretches.
- Dramatic sales pushes that break trust.



# THE THINKER!



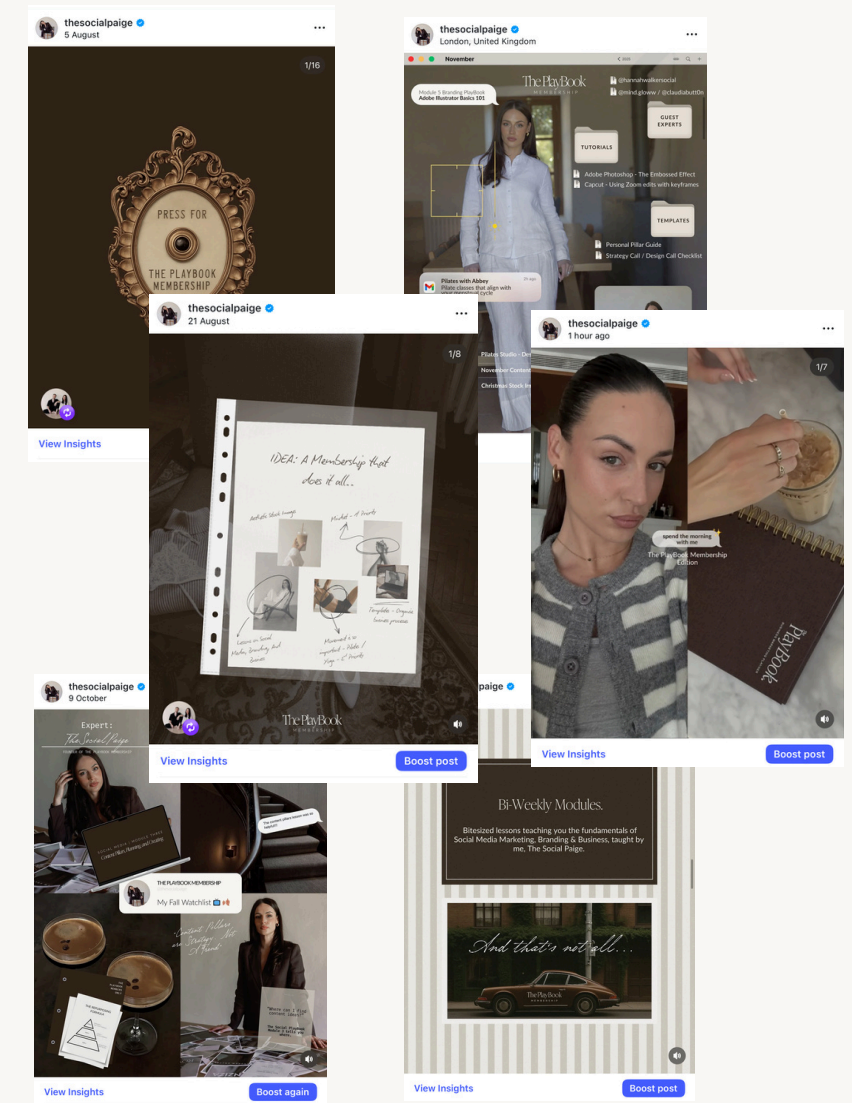
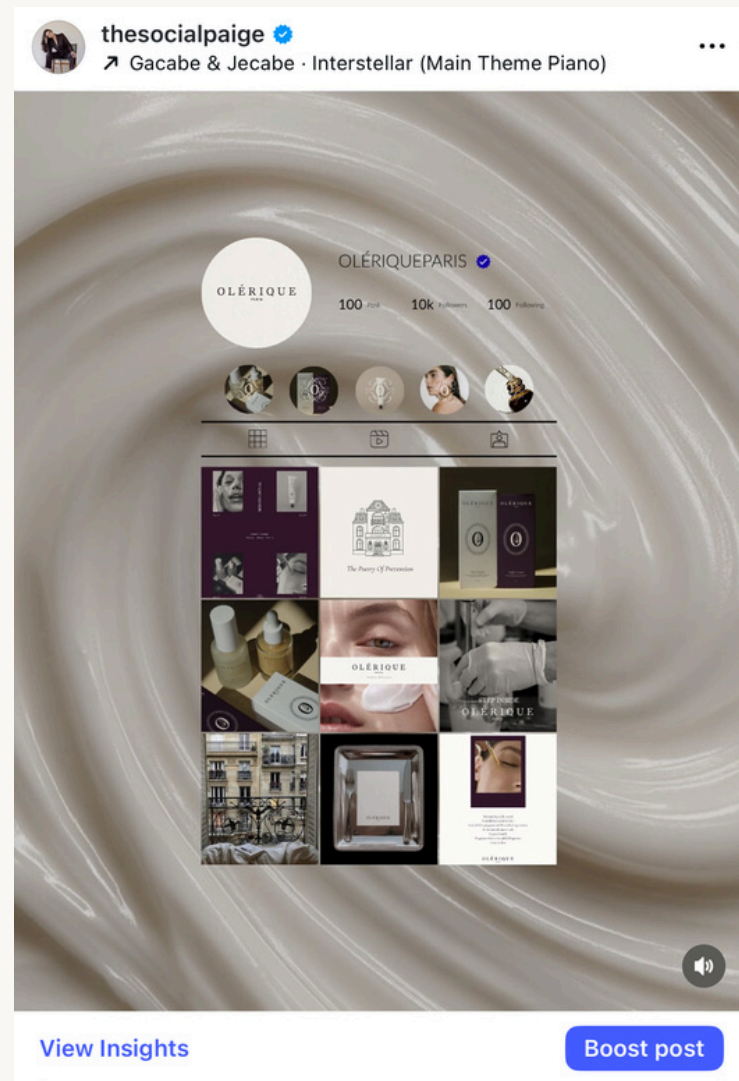
# THE FEELER!



## THE ACTION-TAKER!



## THE OBSERVER!



## HOW TO TELL WHO'S WHO IN DISCOVERY CALLS?

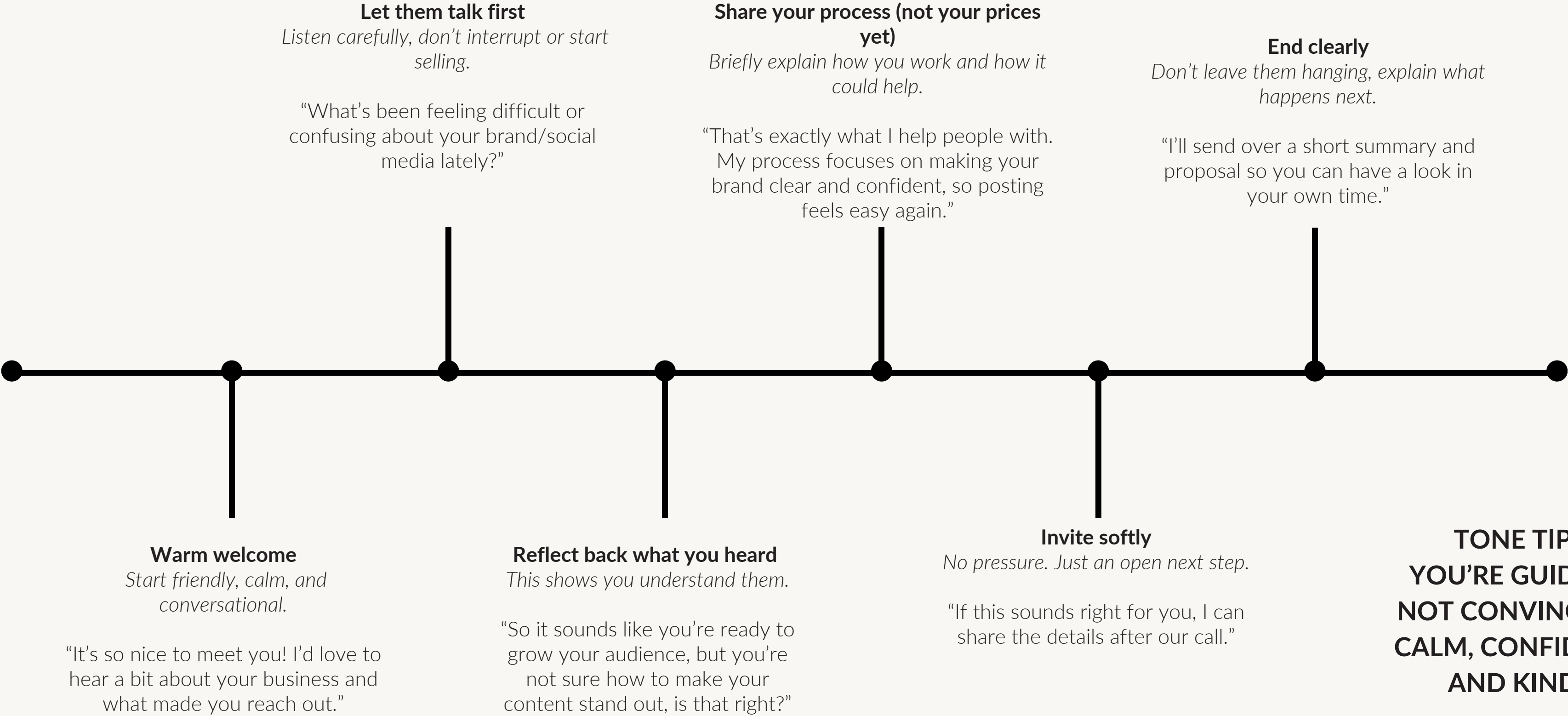
1. Do they ask lots of questions (Thinker)?
2. Do they tell you how your posts made them feel (Feeler)?
3. Do they DM and book quickly (Action-Taker)?
4. Or do they say, "I've followed you for ages" (Observer)?



# Structuring Discovery Calls

THEY'RE ABOUT CONNECTION AND CLARITY.

THINK OF IT LIKE MEETING SOMEONE NEW AT A CAFÉ, YOU’RE CHATTING TO SEE IF YOU GET ALONG,  
NOT PITCHING THEM A DEAL. IT’S ALSO NOT AN INTERVIEW.





# Do's & Don'ts

SOFT SELLING IN ACTION

# DO!

- Be helpful and human.
- Listen before offering a solution.
- Keep your words simple and conversational.
- Always give a clear next step.
- Focus on them, not on you.

# DON'T!

- Over-explain or oversell.
- Use fake reviews.
- Copy someone else's sales style.
- Offer discounts out of panic.
- Treat every chat like a pitch.

# SCRIPT EXAMPLES

## When replying to an enquiry:

“Thanks so much for reaching out! I’d love to hear what made you start thinking about updating your brand.”

“Here’s my price list.”

## When sharing your work:

“Just finished this rebrand for a small business, it’s so exciting seeing their new branding everywhere and confidence grow!”

“Taking new clients, message me!”

## When following up:

“Hey! Just checking in to see if you had any questions, no rush at all.”

“Are you still interested? I need to know as soon as possible as I have other potential clients.”

## When ending a call:

“I’ll send you a short summary with all the details so you can think about it.”

“So, are you ready to book now?”

*Soft selling is confident but relaxed, you don’t chase, you guide.*

# ETHICAL ACTION-BASED SALES TECHNIQUES

- Limited spaces – take only a few clients each month and mention it.
- Real deadlines – give genuine cut-off dates for calls or offers.
- Two-step close – discovery call, then follow-up email with summary + offer.
- Simple options – give two clear package choices, not five.
- Soft follow-up – check in kindly after a few days (“Any questions? No rush”) - I wait 1 week (follow up fridays).
- Future start dates – say when you’re next available (“Booking January now”).
- Small yes first – invite on a call or fill out a form before a full commitment. Once they take one small step, the next is easier.
- Always share next steps – end every chat or call with clear direction.
- Early-bird or bonus – small reward for quick action (not fake scarcity) OR cheaper rate for longevity (if they sign longer).
- Confident close – gently confirm (“Shall I send the booking link?”).
- Waitlist method – offer next available slot if you’re booked. (A great way to collate leads).

# Content That Builds Trust

SELLING HAPPENS AFTER TRUST IS BUILT.

## TRUST BUILDS THROUGH THREE THINGS:

- Visibility – people see you often.
- Credibility – people see you know your stuff.
- Relatability – people feel you’re real and kind.

### **Content that builds visibility:**

Posting regularly (minimum 3).

Use stories daily, talk to camera, share small wins, show progress.

### **Content that builds credibility:**

Share your process (“Here’s how I plan a week of content for my clients”).

Show before-and-after projects.

Post short client testimonials or screenshots.

### **Content that builds relatability:**

Show your face and your workspace.

Share things you’re learning.

Talk about what lights you up about your work.

## VISIBILITY

- “What I’m working on this week ..”
- “A little peek at my current project (it’s a fun one!)”
- “Progress update, we’re halfway through this rebrand and it’s already feeling so different.”
- “Quick win from today: [small success].”
- “Here’s a tiny change that made a big difference for my client’s content.”
- “Behind the scenes of my day as a [designer/social media manager].”
- “If you’ve ever wondered what my process actually looks like, here’s a look.”
- “Just finished today’s batch of content for a client, I love seeing it all come together.”

## CREDIBILITY

- “Here’s how I plan a full week of content for a client in under an hour.”
- “Before and after: the power of clear branding..”
- “This small tweak completely changed my client’s engagement.”
- “A lot of people forget this one step when planning their content...”
- “Here’s exactly what I do before starting any new design project.”
- “Client result: from 0 posts to fully booked in 3 months!”
- “My client said this after we finished their project..”
- “Here’s why this design works, and how you can do the same.”

## RELATABILITY

- “If you’re anything like me, you’ve probably struggled with this...”
- “Here’s something I’ve learnt this week about running a creative business.”
- “I used to feel really nervous showing my face online, now I do this instead.”
- “What my workspace looks like today (it’s not always tidy!).”
- “Why I started doing this work in the first place..”
- “What I love most about being a [brand designer/social media manager].”
- “The mistake I made early in my business, and what it taught me.”
- “A small reminder I needed today (and maybe you do too).”

## THE SOFT-SELLING SWEET SPOT

The most effective content does one of these:

- Teaches something
- Shows something
- Feels something

If a post does at least one, it builds trust, and trust sells

## WHAT TO AVOID

Posting only when you want to sell.

Hiding behind your designs or graphics all the time.

Sounding like a robot.



# Pricing & Discounts

PRICING ISN'T JUST NUMBER, IT'S CONFIDENCE AND POSITIONING.



## PRICING RULE BOOK!

- Never apologise for your prices.

Saying “I know it’s expensive” makes you sound unsure.

Instead, say: “This package includes everything you need for a complete rebrand, from concept to launch.”

- You don’t have to discount your services.

Discounts can make your work seem less valuable (not always).

If you want to attract new clients, focus on showing results or offering smaller packages instead.

- If you’re just starting out, it’s okay to build experience.

You can use portfolio pricing, say that you’re offering a lower rate to grow your portfolio and gain testimonials.

- For products, discounts are fine, but planned.

Use them for launches, anniversaries, or loyal members, not as constant offers. Black Friday - launch before Black Friday

- Lastly, never trade time for money in our industry. Packages only.

## SHOULD YOU SHOW YOUR PRICES?

### When to show your prices:

- You want to attract ready-to-book clients.
- You don't have time for people who aren't in your budget.
- Your services are clear and easy to price.
- You want to be transparent and build instant trust.

### Benefits:

- Saves time on enquiries that aren't a fit.
- Builds trust, people know you're transparent.
- Filters in clients who are already comfortable with your prices.

### When to keep prices private:

- Your packages are custom and vary a lot per client.
- You're still testing your prices or changing them often (starting out).
- You prefer to explain value before sharing cost.

### Benefits:

- Lets you have a personal conversation before talking money.
- Gives you space to explain your value clearly.
- Helps new creatives ease into pricing confidence.

## EXAMPLE PHRASES

### When talking about your price:

“This package is £850 and includes your full brand design from start to finish.”

“It’s £850 but I can do it cheaper if that’s too much.”

### When asked for a discount:

“I totally understand wanting to keep within a budget, at the moment, my prices reflect the time and quality I put into each project.”

“Okay, I can take £100 off.”

### When offering a portfolio rate:

“I’m currently taking on a few clients at a smaller rate while I build my portfolio, this will go up soon as I finalise my case studies.”

## VALUE PERCEPTION

People don't always buy the cheapest option,  
they buy the one that feels safest.

Your job is to make them feel safe through:

**A clear process**

**Consistent communication**

**Professional confidence**

When clients trust you, price becomes less  
important.

# Your PlayBook Practice

ACTION TASK



## YOUR PLAYBOOK PRACTICE

*Take 10–15 minutes to answer these prompts in your notes or a journal:*

- 1. Identify your top two buyer archetypes.** Look at past or current clients, are they Thinkers, Feelers, Action-Takers, or Observers? Write down what patterns you see.
- 2. Spot what made them say yes.** Was it your process, your tone, your stories, your visuals, or your proof? Note what truly connected with each type.
- 3. Match your content to your buyers.** Write one content idea for each of your top archetypes. (e.g. Thinker → process breakdown post; Feeler → emotional client story.)
- 4. Create one soft-selling action for the week.** Choose something that speaks to both archetypes, maybe a story, a client result, or a friendly call-to-action, and schedule it.





# THE TEMPLATE VAULT

*My recommended downloads for this module*

## Discovery Call Checklist

Get this checklist downloaded for your next call!



Paige.

# Turn the Paige

AND FOLLOW THE PLAYBOOK

NEXT UP: TOOLS & SYSTEMS TO SCALE