

Craft Benefit Driven Persuasive Messaging



Hey, I'm Kay

Thank you for joining me in the Marketing, Money & Mindset Membership!

This workbook is accompanies the Persuasive Marketing Copy Based on Consumer Psychology masterclass.

If you haven't watched that yet, I suggest you go to the vault and watch that fist.

If you have watched it then you know how important it is to write specific copy that is tailored to your Ideal Client.

You also know it's also important to inject emotion into your marketing copy.

This workbook is going to help you create some persuasive marketing messages to use in your campaigns.

To your success!



Kay



Ideal Client Profile & Messaging Development

Examples

Pain Point	Thoughts	Wants
Not Making Daily Sales	What am I doing wrong that I can't make consistent sales? It's so scary always wondering where my next client will come from.	A process to consistently generate new sales - and a process to scale that up.
Not able to lose weight.	Why am I always dieting and then overeating and gaining all the weight back? I hate this cycle!!	Someone to guide her and tell her what to do to achieve her goal of feeling confident in her body.
Nervous before sales calls.	What if I say the wrong thing and this potential client thinks I'm a fraud?	The experience to feel confident on sales calls.
Finding good restaurants on vacation is a gamble.	I want to enjoy good food on vacation but can you really trust reviews?	Someone to provide personal recommendations based on her taste preferences.

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