

Writing Content That Converts

5- Day Facebook Challenge

Day One - Homework

1. Ask yourself the following questions—and don't give up till you've got specific answers:

- Who is the client you find you can help the most?
- What do you typically share with her?
- What is your process to achieve positive results with this client? (Be detailed!)
- What is she frustrated with?
- What is her immediate goal?
- What is her major goal?
- What is her immediate problem?
- What is her biggest problem?
- What does she give you excited feedback about?
- How do you help her the most?
- What doesn't work with this particular client?
- What does she always want more of?

2. Build rapport and write to her

- Name her (is she a coach, virtual assistant, new mom, blogger?)
- Share how you've worked with client's just like her
- Share how you were her and how you overcame X struggle.

3. Use story telling

- Tell your visitor her own story—even if you're doing it by relating yours
- Give her at least one tool or key piece of information that will help her overcome her current problem and give her hope
- Show her the light at the end of the tunnel—a major benefit that is possible, if she sticks with you
- Let her know you have the solution and invite her to take it

Action Step:

Write a client bio. It's just one page describing her or him to the "T". The more you know about your ideal reader, the better your copy will be in your marketing activities.