

SUSAN H. VINCENT

How to Talk About Yourself and Grow Your Business without Turning Off Your Audience

5 Steps



1-Talk About Their Pain Points

Talk about the pain points your audience wants to solve. Show them you understand what they are going through.



2-Tell Them How Those Pain Points Affected You

Once you've shown your audience you understand their pain points, tell them how you dealt with those pain points yourself. How did it affect your life? Did you feel hopeless? Go deeper into those pain points using yourself as an example.



3-Talk About The Obstacles You Faced

Talk about the obstacles to overcoming those pain points. Did you feel like you'd never overcome them? Did you try to find a solution but couldn't?



4-How You Found the Path Forward

Talk about how you found the path forward. What steps did you take? Do you have a system or process that's unique to you that helped you overcome those pain points? (This is your differentiator from your competition.)



5-What Life Is Like Now

Show them what life looks like now because of your system/process, etc. Give them a transformation that they want to see in themselves.

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