
Health & Wellness Practitioners

How to Effectively Capture Your Audience's Voice

TO ATTRACT YOUR PERFECT MATCH CLIENTS



What a big frustration, right?

If you don't get your message on-point, you can't reach and serve the people who need you!

That's why I put together this quick tutorial. Use it to jumpstart ideas for your own marketing message!



01

What's the problem they want solved NOW?

Listen for recurring themes such as “I’m not making any money!” “I can’t find any decent clients.” “I feel confused about marketing.”

Then use THEIR words in your marketing. It’s an instant connector!



02

Pinpoint Common Phrases

Dig deeper. Study book reviews, Facebook, LinkedIn groups, Reddit, etc. Find the common phrases your audience is using. Use those common phrases in your messaging.

The more you show you understand them, the more they will lean in and trust you.



03

Talk About The Obstacles to Working With You

Don't ignore those pesky objections to working with you. *Answer them!*

Objections like: "I've tried everything but I can't get the weight off! Why should I believe you?" Or, "Mindset work is woo-woo. It doesn't work."

When you answer these objections, you're actually building credibility and trust.

Welcome all of it and use it to connect with your audience.



04

Mirror Your Audience

Remember, people read hundreds of marketing messages each day! The more you sound like your audience, the more likely they are to stop and listen to you.

That's why it's so important to mirror *their* words, *their* objections, and *their* deepest desires back to them.



05

What Makes You Different?

Show them why they can trust you by showing them what makes you different!

Talk about your approach and why it works.

Include testimonials, case studies, and data to back up your claims.



06

What Will Life Look Like?

Now paint a picture of what life can look like when they work with you.

Will they look fabulous at their next high school reunion? Will they make 2X more money than last year? (Keep using testimonials!)

Then give them an easy 3-step plan to work with you.





Curious about how you can attract more perfect match clients?

Read Katrina Weiland's story.

In the first 90 days after launching her site with me, she earned an additional \$100 per day. Plus, she got 10 new clients! (She's now busier than ever.)

Set up a Trust Call with me to find out how you can grow your business with the right message.

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