

Content to match your ideal client's stages of awareness

Attract	Enrol	Convert	Delight
Attract people with potential to be your ideal client.	Enrol them in your community by sharing relevant, valuable content.	Convert them into customers with social proof and relevant offers.	Treat people real nice so they become loyal clients and advocates.
<p>Show up and share content in places they already hang out.</p> <p>This could be:</p> <ul style="list-style-type: none"> • Social media channels and groups your ideal clients use. • Websites used by your ideal clients. • Publications read by your ideal clients. • Events attended by your ideal clients. 	<p>Load up your website with good content swag that helps people solve the problems you fix for free.</p> <p>Publish that content in places your ideal clients hang online.</p> <p>Include a CTA so folks know where to come for more good gear.</p> <p>Joining your community can mean:</p> <ul style="list-style-type: none"> • Signing up for your e-news. • Following you on social media. • Joining your Facebook group. • Attending a webinar. 	<p>Add proof to your site that you know your shit and deliver the goods.</p> <p>We're talking:</p> <ul style="list-style-type: none"> • Client logos. • Testimonials. • Case studies. • Client interviews. <p>Then make it easy for people to work with you.</p> <p>Package your services as offers with clear pricing.</p> <ul style="list-style-type: none"> • Make your initial scoping process a paid product. • An entry level DIY offer for clients who can't afford to pay for your services. • Don't make it hard to choose. Three offers are good. One strong offer is even better. • Create sales landing pages for all offers. 	<p>Make contact joyful:</p> <ul style="list-style-type: none"> • Bring food. • Bring good energy. • Give your full attention • Be kind, compassionate, and empathetic. <p>Keep in touch to stay top of mind:</p> <ul style="list-style-type: none"> • Call even when you're not working on a project. • Send an interesting link or share a relevant thought. <p>Create content that shows you value working with them:</p> <ul style="list-style-type: none"> • Case studies. • Client interviews. • Social posts about projects or conversations. <p>Show appreciation:</p> <ul style="list-style-type: none"> • Send a thank you card after a meeting or a project. • Give small gifts (not just at Christmas).
<p>Create content that speaks directly to your ideal client and explains the problems you can help them solve.</p> <ul style="list-style-type: none"> • Answer FAQs. • Show people how to solve the problems you fix for free. • Share stories about your ideal clients and problems you've fixed for them. 	<p>Create content your clients want.</p> <p>We're talking:</p> <ul style="list-style-type: none"> • E-newsletter. • Blog content upgrades. • Free downloads. • Free webinars / courses. • Free tools like checklists. • Sneak peeks of content from private groups. 		