

She's already told me she needs clients coming in - she's doing all her marketing herself - this is for free work as she currently has no money

My Experience:

So I've been in the marketing game for coming up to 7 months now.

I've worked with businesses had clients - I can send over some testimonials via email.

About Her:

- A certified divorce coach and counselor specializing in providing expert guidance and support during challenging times.
- She assists parents in navigating both their personal parenting journey and joint co-parenting relationships.
- She's been through divorce herself - navigated her own journey successfully
- Grew up in a divorced family and later experienced her own high-conflict divorce
- She's achieved a thriving co-parent relationship with minimal conflict
- clients learn effective coping strategies and practices for a successful co-parenting relationship, minimizing negative effects on children.

Get to know each other

Get to know their situation

Understand their goals and desires

Get to understand their current approach to solving their problems

Find the correct steps forward for them to reach their goals.

Step 1: Get to know them and let them get to know you.

Step 2: Situation questions

Could you tell me a bit about your business?

How you got started?

Why you're involved in this business, etc.

What are your overall goals with the business?

Would you be able to tell me a bit about your target market?

Step 3: Problem Questions

We know you need to get clients coming in, is that your only problem? your website wasn't loading for me yesterday I'm sure it wasn't my internet, are you also having any problems with your website?

So we know your biggest problem is that you need clients in - you're currently posting on your social media and trying to set up blog posts - is there anything you've tried already that hasn't worked for you?

Obviously I sent you a message regarding your blog posts - is there anything else you've been thinking of to get clients coming in?

Is there anything specific keeping you from reaching X goal?

Obviously you've already told me that you're currently doing all the marketing yourself and it's something you're struggling with, is there anything specific you've tried that hasn't worked out to <X>?

Implication:

Is there anything else you want to try?

What do you think would benefit your business more - a social media audience or attention to your business through blog posts/SEO

Is there a content strategy you use for social media /you've been thinking about using for blog posts?

If your happy to move forward with this I can make you some X, if you like them, you can test them out?

Ill take a day or 2 for market research

Would you like to set a deadline on this?