

Soul Design Strategy

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CLIENT X-RAY

CONTENT CREATION PROCESS

7 MAGIC QUESTIONS THAT CREATE CONVERTING CONTENT

So, grab your journal (or type below) and let's explore your audience by answering these seven thought-provoking questions. This is your marketing asset, so at some point you want to transfer any hand-written notes into a document to keep it all in one place - **you are building a library of data to access for content creation!**

- 1. What are the most common misconceptions your premium clients face that you can correct?** (Provide the misconception and its mind-blowing correction, intertwining your unique solution into the revelation.) *For example: "There is a prevalent belief that to [get desired result], you must [do something they don't want]. But let me tell you, that's far from the truth! The reality is, you need to [unique mechanism linked to your offer], and that's where the magic happens."*
- 2. What are the most common problems your premium clients face?** (Focus solely on the challenges of your ideal high-ticket clients, then check again you didn't include any problems your "crunchy clients" might be bringing up so you avoid marketing to them.)
- 3. What is the prevailing idea of success your premium clients hold? What outcome are they seeking?** (Put yourself in their shoes and think like them. *For instance, as a Feminine Empowerment coach, your audience might need to learn to prioritize themselves and achieve a balance between their inner masculine and feminine. However, here we want to emphasize what they desire, not what you know they need. For example they might be thinking "I long to organize my schedule efficiently so I get everything done and feel in control." Market to this desire while weaving in your expertise. It's crucial to understand their perspective!*)

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4. What are the most common questions your premium clients ask? (Focus on the inquiries of your ideal high-ticket clients, not those of the broader audience. This might be in your FAQ from the sales calls – what do they typically want to know?)
5. What are the most common hidden fears your clients have? (Note the differences in fears between your "lower level" clients and your "premium level" clients. You only want to speak to the premium client!)
6. What are the most common generic solutions your ideal clients have already tried, but with little to no success? (Identify the approaches that you know won't solve their problems, yet they continue to experiment with.)
7. What is the real solution you provide? (Present this as a counterweight to the "wrong solutions" they have tried. *For example, if you're a Mindset Coach with a program called "Decode Your Body," you could say: "I understand that you've tried therapy, medication, and restrictive diets, but they only left you feeling misunderstood and frustrated. That's because none of those approaches will give you the energy you crave or help you shed those stubborn pounds. What you really need is to establish a trustworthy relationship with yourself. By attuning to your body's messages, you'll stop wasting time, energy, and money on generic tactics and get your body to support you."*)

By answering these questions and gaining insights into the minds of your premium clients, you'll be equipped to create content that resonates deeply, addresses their specific needs, and positions you as the ultimate solution.

5-PART FRAMEWORK FOR A CONVERTING “WHAT & WHY” CONTENT

(leave the “HOW” for the paid Offer)

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"What and Why" content is a piece of content that directly speaks to the hearts and minds of your audience, and shows them that you understand where they are coming from, their struggles and desires, and you know what they need to get there. It creates trust and activates curiosity and desire to reach out to you to find out more - because it helps them believe your solution can work for them.

The key here is always to **answer all of the questions below from the perspective of the potential client** - NOT your own. You want to use their words that you found out through Market Research. This is an exercise of getting into their heads!

1. **WHAT IS THEIR CURRENT PROBLEM?** How does this problem show up externally & internally in their daily life? How does it affect relevant areas of their life? (health, relationship, sanity, career, children, money, etc.)

Example #1 (CFM): You are serving too many clients at a low price, and don't know how to scale without working even harder and burning out. You spend all your time marketing for a low pay-out per-client and have no time for your family or self-care. You're stressed, frustrated, and worst of all, you're starting to doubt if you are really good at what you do - because if you were, wouldn't you already get paid much higher fees?!

Example #2 (Empowerment Coach): Despite your career success, you feel invisible in your marriage, constantly giving in, letting your husband and kids override your boundaries. You feel so frustrated that despite knowing you should speak up, you can't think of what to say! You end up just "keeping the peace", and then feeling resentful and bitter. Your anxiety is up every time you know you'll have to make a decision - what if you'll choose wrong? You are sick and tired of feeling guilty that you chose to go back to work and care about your career as much as your husband cares about his.

2. **WHAT OUTCOME DO THEY WANT INSTEAD?** What do they imagine the resolution of the issue will look & feel? How will it change their life for the better?

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Example #1 (CFM): *You want to work with soulmate high-ticket clients doing your Soul Work, and move past 6-figures. You can then pay off your mortgage, have money to travel, and finally write that book too! If you worked with these premium clients and got paid well. You would feel safe and calm, joyful. you just want to relax, feeling that your business future is secure, instead of high-and-lows paired with burnout. You'll have more impact and evolve your mission even more - you'll be a sought after coach, a leader of conscious transformation.*

Example #2 (Empowerment Coach): *You feel that if you can just be firm at home like you are at work, then your family will respect you. You'll be a good example for your daughter by saying the right words instead of either keeping silent or fighting. You want to not be ignored by your husband anymore, and somehow have a balance between your work and your family life. It will feel amazing to easily make decisions without worrying about everything under the sun, and to confidently say 'no' at home when warranted!*

3. **WHAT REALLY DRIVES THEM TO CREATE THIS OUTCOME?** What do they **secretly** want? Why do they want it? Who do they **secretly** hope they are? *(this is where you want to connect the "result" they want to the wound/trauma that motivates them).*

Example #1 (CFM): *Secretly you're embarrassed that it's taking so long - you thought you'd be further along by now! This brings up the voice of your father who didn't think that your healing and mindset work would amount to anything - and you wish so badly that you can prove him wrong by succeeding. Having a multi-6-figure business that generates more income than your father's job did will make you feel alive, vindicated, happy. Because deep inside you know you are a Leader, you've always suspected that you have something highly valuable to bring to the people and you're meant to achieve incredible heights!*

Example #2 (Empowerment Coach): *Secretly you blame yourself for all the troubles in the family - from your husband's indifference to your kids misbehaviors or bad grades - and feel guilty if you stand up for yourself because you chose to have a successful career. Perhaps in your family of origin you were told that only men get to have a career, and you felt you had to choose. Or maybe you were told to keep quiet as a girl, and so now you can speak up at work but not at home. Or maybe you only got the attention of your parents if you were agreeable to what they*

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wanted. If you could only say the words, draw the line, take space at home - then you will feel that attention and love. Deep inside you know you are worthy of love, that you can have career and a family, and that you have a lot to contribute to both,

4. **WHAT ARE THE “INCORRECT SOLUTIONS” THEY HAVE UNSUCCESSFULLY TRIED BEFORE?** What do they think is going to solve their problem, but you know it won't?

Example #1 (CFM): You've tried posting reels 3 times per day, commenting in Facebook groups, chatting to random people on messenger, you've launched a new offer every month and a new freebie every week, you've followed every strategy marketing gurus told you about, you've worked on your money-blocks and limiting beliefs, you even tried to hire someone to help you - but in the end ended up even more frustrated and at the edge of a burnout.

Example #2 (Empowerment Coach): After years of therapy and unearthing your family of origin drama, you are still here, unable to show up in your family as you wish you could. You're tried working with doctors and nutritionists, thinking maybe this is a chemical problem. you're tried medications - only made you feel exhausted, you've even tried a voice coach - which enhanced how you show up in your leadership at work but still didn't change a thing about your situation at home.

5. **WHAT ARE THEY MISSING? WHAT DO THEY REALLY NEED TO GET THE OUTCOME THEY DESIRE?** What do **you** know they need to do, or become, or let go of, or feel, in order to get the ball rolling?

Example #1 (CFM): What you're missing is that your business and marketing isn't aligned to your unique Soul Design, which creates friction. This is why it all feels so hard, why strategies that seem to work for everyone else don't work for you, and why despite being awesome at what you do, you end up not getting paid well. Your business structure, despite not being aligned to your Soul Design, got you this far, but to scale sustainably you need to ignite your Soul Expertise, organize your methodology, and wrap your messaging around it, speaking only to the premium clients. This will get you to skyrocket your business without having to work harder.

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Example #2 (Empowerment Coach): What you're missing is that the problem you're trying to solve is not behavioral - it's energetic! This is why just trying to act differently didn't work. What you really need is to learn to connect to your body, realign your energetics, let go of the old outdated agreements, and activate your Soul Voice. This will not only help you know what to say, but you'll be able to make decisions without worry and become a powerful feminine force in your family.

Let's combine the words from the examples of the previous exercise to create a highly converting post or video. I'll make a few sentence modifications and adjust the formatting slightly. Voila! We have an almost complete post! The only missing elements are an authority statement, an introduction to my methodology, and a clear call-to-action (CTA). This demonstrates how simple it is to create incredible posts using your answers from above.

Here's the "almost complete" post (copied and pasted from the example answers) **for Example #1 (CFM)**:

You are serving too many clients at a low price, and don't know how to scale without working even harder and burning out.

- *You spend all your time marketing for a low pay-out per-client and have no time for your family or self-care.*
- *You're stressed, frustrated, and worst of all...*
- *you're starting to doubt if you are really good at what you do - because if you were, wouldn't you already get paid much higher fees?!*

I know that you dream of working with soulmate high-ticket clients doing your Soul Work, so you can finally move past 6-figures. You can then pay off your mortgage, have money to travel, and finally write that book too!

If you worked with these premium clients and got paid well, you would feel safe and calm, joyful, right?

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You just want to relax, feeling that your business future is secure, instead of high-and-lows paired with burnout.

You'll have more impact and evolve your mission even more - you'll be a sought after coach, a Leader of conscious transformation!

> On one side, secretly you're embarrassed that it's taking so long - you thought you'd be further along by now! This brings up the voice of your father who didn't think that your healing and mindset work would amount to anything - and you wish so badly that you can prove him wrong by succeeding. Having a multi-6-figure business that generates more income than your father's job did will make you feel alive, vindicated, happy.

> On the other side, deep inside you know you are a Leader; you've always suspected that you have something highly valuable to bring to the people and you're meant to achieve incredible heights!

And I know you've put in the work...

- *You've tried posting reels 3 times per day,*
- *commenting in Facebook groups,*
- *chatting to random people on messenger,*
- *you've launched a new offer every month and a new freebie every week,*
- *you've followed every strategy marketing gurus told you about,*
- *you've worked on your money-blocks and limiting beliefs,*
- *you even tried to hire someone to help you...*

Yet here you are, laying in bed awake, unable to sleep because you're even more frustrated, exhausted, and at the edge of a burnout.

There is a key piece of the business puzzle you've been missing.

It's not your fault - no one told you about it... it's sort of a secret.

What you're missing is that your business and marketing isn't aligned to your unique Soul Design, which creates friction.

This is why it all feels so hard, why strategies that seem to work for everyone else don't work for you, and why despite being awesome at what you do, you end up not getting paid well.

Your business structure, even though probably not aligned to your Soul Design, got you this far, but to scale sustainably you need to ignite your Soul Expertise, organize your methodology, and wrap your messaging around it, speaking only to the premium clients.

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This will get you to skyrocket your business without having to work harder!

Here's the other "almost complete" post **for Example #2** (Empowerment Coach):

- *Do you feel invisible in your marriage despite success in your career?*
- *Are you constantly giving in, letting your husband and kids override your boundaries?*
- *Do you feel so frustrated that despite knowing you should speak up, you can't think of what to say!*

And you end up just "keeping the peace", only to feel resentful and bitter afterwards.

Your anxiety is up every time you know you'll have to make a decision - what if you'll choose wrong?

And worst of all, you are sick and tired of feeling guilty that you chose to go back to work and care about your career as much as your husband cares about his.

You feel that if you could just be firm at home like you are at work, then your family will respect you.

You'll be a good example for your daughter by saying the right words instead of either keeping silent or fighting.

You want to not be ignored by your husband anymore, and somehow have a balance between your work and your family life.

It will feel amazing to easily make decisions without worrying about everything under the sun, and to confidently say 'no' at home when warranted!

Secretly you blame yourself for all the troubles in the family - from your husband's indifference to your kids misbehaviors or bad grades - and feel guilty if you stand up for yourself because you chose to have a successful career.

- *Perhaps in your family of origin you were told that only men get to have a career, and you felt you had to choose.*
- *Or maybe you were told to keep quiet as a girl, and so now you can speak up at work but not at home.*
- *Or maybe you only got the attention of your parents if you were agreeable to what they wanted.*

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If you could only say the words, draw the line, take space at home - then you will feel that attention and love.

Because deep inside you know you are worthy of love, that you can have career and a family, and that you have a lot to contribute to both,

After years of therapy and unearthing your family of origin drama, you are still here, unable to show up in your family as you wish you could. You're tried working with doctors and nutritionists, thinking maybe this is a chemical problem. you're tried medications - only made you feel exhausted. You've even tried a voice coach - which enhanced how you show up in your leadership at work but still didn't change a thing about your situation at home.

What you're missing is that the problem you're trying to solve is not behavioral - it's energetic!

This is why just trying to act differently didn't work.

What you really need is to learn to:

- *authentically connect to your body,*
- *realign your energetics,*
- *let go of the old outdated agreements,*
- *and activate your Soul Voice.*

This will not only help you know what to say, but you'll be able to make decisions without worry and become a powerful feminine force in your family.

Remember, this "almost complete" post is just a glimpse of what you can achieve with your answers from the previous exercise. With a compelling authority statement, an introduction to your methodology, and a strong call-to-action, you'll have a highly converting post or video that captivates your audience and drives them to take action.

It's your turn now! Choose a single problem that you know your ideal clients have, and complete all five parts below on that problem. Once you have your answers, copy and paste them into one cohesive piece, making some formatting adjustments and adding a few words where necessary. Don't forget to include an authority statement, introduce your methodology, and include a clear call-to-action (CTA). By doing so,

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you'll have a highly converting post or video! Each problem your Offer solves for your clients can be transformed into separate pieces of compelling content.

Make sure you write from the "you" voice - **you are speaking with them, not about them.**

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8. WHAT ARE THEY MISSING? WHAT DO THEY REALLY NEED TO GET THE OUTCOME THEY DESIRE? What do **you** know they need to do, or become, or let go of, or feel, in order to get the ball rolling?