

People do not want more products and services. What they do want is the "transformation" your products and services can provide.

The "transformation they seek" could be any number of things and most people want more than one. For example: Lose weight and have more money in the bank.

The Questions Is: How effective does your marketing message communicate the "transformation" your product and services provide? When you read your marketing materials I'm willing to bet it probably makes perfect sense to you. I can assure you, this is where your "problem" is. No one else understands your message like you do.

Lets test this.

Below is your "transformation" communication checklist. Instructions: Read and answer the following questions. Note your initial thoughts.

The "Transformation" Checklist:

Answer These 8 Questions:

- Who do you serve?
- What problem are you solving?
- What is the prevailing wisdom?
- What's wrong with that wisdom?
- How are you different?
- When you tell people, what are the objections they have?
- What might stop someone from having success?
- What is your offer?
- Bonus: How would you explain all this to a child? To an expert?

For example: My answers to these 8 questions: (as they pertain to Breakfast Club KC Members):

- Who do you serve? Local Business Owners Who are in a Networking Group
- What problem are you solving? Lack of real online marketing information that helps them without the BS.
- What is the prevailing wisdom? There is none.
- What's wrong with that wisdom? It's hard to tell what is "real" and what is not.
- How are you different? I "used" to be in your **exact** shoes, 15 years ago.
- When you tell people, what are the objections they have? No Time, No Money.
- What might stop someone from having success? Themselves.
- What is your offer? I can help you identify the highest leverage activity that requires the least amount of effort that will have the highest ROI for you. Lets Talk.
- Bonus: How would you explain all this to a child? To an expert? To a Child - I help people to be able to understand what a business can actually do to help them. To an Expert - I don't say anything because usually they are all full of sh\*\*

In Summary: I help frustrated business owners, like you, with their marketing. How? If what I do does not add value far in excess of the amount I'm compensated, I do not want your money. The above is My Promise of the "Transformation" You Can Expect When You Work With Me.

**NOTE: You Can Serve More Than One Client Type and have more than One "Transformation" BUT, Your "marketing message" to each segment cannot.**

Questions, Comments, Concerns?

Lets Chat. Schedule a call here: <https://bookme.name/wesleyharrison>

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