

## **Is it time to stop marketing to people's pain points**

### Transcript

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The number one principle I share when it comes to messaging, you have to meet your client where they are at. Now, for sure, I think that there is a trend—that's particularly in the online marketing space right now—and that trend is to speak more to people's pleasure points. Welcome to the Limitless Life Experience podcast, with me, your host, Suzy Ashworth. I'm a mum of three, seven-figure serial entrepreneur, Hay House author, international keynote speaker, quantum transformation and embodiment coach and believer in miracles. My superpower is helping conscious leaders like you create six-figure breakthroughs in your business fast so that you can expand into limitless living and being part of the tidal wave of positive impact that we want to create around the world. In this space, you'll hear me talk all about wealth, yourself, spirit and impact. This is the Limitless Life Experience.

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Hello. Hello. Hello. You gorgeous human being. It is Suzy Ashworth here, and you are listening to the Limitless Life Experience podcast! How the devil are you, my friend? How the devil are you? I hope that you are more than a hunky damn Dory. So I have got a quick and dirty one for you today. The question is, is it time for you to switch up your marketing and the answer might be yes. And it might be no. And when I say marketing, I am specifically talking about the way that you speak to your dreamboat client, your potential dreamboat client, the way that you message. And the reason I ask this question is because, just yesterday, in my Ascend mastermind, one of my gorgeous clients asked me, "Have I changed up my perspective when it comes to marketing to people's pain points? Because she was concerned that when she was going through the template for writing out her sales page and writing out her landing page, that she was just sounding like everybody else, because it was this pain point, that pain point, this pain point.

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And she wanted to know whether I now felt that it was more appropriate to be speaking to people's desires. And my answer, I'm really bloody proud to say that, as soon as she asked a question, my question back was, have you noticed that I am speaking more to people's pleasure points than their

pain points? That was the first question. And then my actual response was no, I haven't made a conscious decision to do this. And this is because it feeds into the number one principle I share when it comes to messaging, you have to meet your client where they are at. So I'm gonna say that again, you have to meet your client where they are at. Now, for sure, I think that there is a trend—that's particularly in the online marketing space right now—and that trend is to speak more to people's pleasure points, their desires, where do you want to go?

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And I do not have a problem with that at all. And the answer to the question that I asked my client, have you noticed the fact that I am speaking more to people's pleasure points? She said, yeah, I have noticed that. And my response to that was it's because the type of client that I am now working with, the type of client that I desire to attract is someone closer to where I'm at and the way that I think. So, back in the day, when I was working with people to make their first 1000 pounds online, it was absolutely imperative that I spoke to where they were at and where they were at was really bloody frustrated, confused, lacking clarity, not just not knowing how the heck to do it. And so I needed to speak to their pain points because that's where they were at.

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And then guide them through to this is what it could look like with the bridge being, whatever the offer was. Now, I'm working with people who are way more successful. They've already found their light, they've found their power. And they're looking to amplify that, they're looking to identify what the best next steps are for them to, you know, go from 10K months to 20K months, you know, to really bust through that 150,000 mark and hit 250,000, 500,000 or even seven-figures. So these people are not wildly in pain. They just know that there is so much more opportunity and they feel drawn to working with me because they know that I've done it. So I speak to that piece and that does lend itself more to speaking about speaking to pleasure points rather than pain points, because frequently my audience don't feel like they're in pain.

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They just desire more. And so it absolutely correlates that my marketing and messaging reflects that. So should you be changing up your marketing because there's a trend now that you are noticing not to speak to pain points? No. Not if your audience are in pain. And the mistake that I see being made so frequently is that you completely miss the connection

piece if you are unable to meet somebody where they are at, because whilst you might be talking about the possibility, they discount themselves from you, because they don't feel that you understand what position they are in right now. So how you create the connection, how you create the empathy, how you get somebody thinking, oh my goodness, this person is in my mind. Like, have they been looking at my diary? Have they been like, have they been spying in my house? Is because you can speak to where they're at as well as the dream.

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Whereas if you only speak to the transformation and that person isn't there yet, they're like, yeah, God, that sounds amazing. But I don't think this is really for me. Like, it sounds great for you. And it sounds great for them and I can see why she would be able to do it. But I don't think that you're speaking to me because you're not. So you need to look at your dreamboat client and where they are and then create and craft marketing for how they're thinking. And then to take them to where they've also said that they desire to go, don't follow the trends because you think this is the thing that's gonna make you stand out. Or this is what all of the successful people are doing. Focus on your dreamboat client and speak to their needs. Right? I hope you found this helpful if you did, please share it with a friend, and in the meantime, please remember that faith plus action equals miracles.

Faith + Action = Miracles