

What does my ideal client need to hear?

Accompanying worksheet to 'Confidence in Visibility – Getting Started with Social Media'

In the video, we explored how visibility can feel uncomfortable, especially when you are the face of your business. We covered why people buy from people, how to focus on what your client needs to hear (not what you think you should say), and how confidence comes from taking small, consistent action. Now it is time to craft something your ideal client actually needs to hear today.

1. Start with One Real Person

Instead of trying to speak to everyone, think of one real person you would love to help.

Who are they? (Name, type of person, or someone you know)

What is going on for them right now? (What are they dealing with, thinking about, or struggling with?)

How are they feeling? (Overwhelmed, stuck, excited, confused, frustrated?)

2. What Do They Need to Hear Today?

Remember to focus on being useful, not impressive

What is one thing they need to hear right now?

(A reminder, a reframe, a piece of advice, or encouragement)

What would genuinely help them today? (Something practical, simple, or reassuring)

What do you know that could make this feel easier for them? (From your experience, your work, or your perspective)

3. Say It Simply and Honestly

You do not need to be perfect. You just need to be real.

How would you say this to them in a conversation? (Write it as if you are speaking)

What example, story, or insight could you share to bring it to life?

Where could you show up and share this? (One platform is enough)

4. Take Small, Consistent Action

Before you finish:

What is one post I will share this week? (Keep it simple and doable)

Closing Thought

You do not need to reach everyone. If one person sees your post and feels understood, supported, or inspired to take action, that is enough. Focus on helping your people, consistently. That is how trust is built.

