

# CLARITY & FOCUS

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- 1. INCREASED TRUST**
- 2. HIGHER FEES**
- 3. ATTRACTION WORKS**
- 4. ENHANCED REPUTATION**



become the **SPECIALIST**

go from “A” to “THE”



- ✓ Health, Wellness, Mindset & Personal Development
- ✓ Wealth & Money
- ✓ Love, Relationships & Sex
- ✓ Certification

# *What do THEY WANT?*



More MONEY



More TIME



Health, Wellness, LOOK AMAZING



LOVE & Relationships



BELONGING



STATUS



SAFETY



IMPACT & CHANGE



# MESSAGING

*build trust, inspire action, and  
position you as the go-to expert*

**the visibility**  
ACCELERATOR

# *Your Ideal Client*

- ✔ Demographics
- ✔ Dreams, Goals and Desires
- ✔ Wanted Results
- ✔ Problems, Struggles, & Current Situation
- ✔ Mindset Blocks
- ✔ Objections
- ✔ Consequences

# The Client Bridge Methodology



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November 29, 2023 · 🌐



If I hosted a FREE training on how to use LinkedIn for your business, what would you want to know? 🙋🙋🙋

BE CURIOUS  
Identify & Validate


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# *Messaging Mistakes*

- ⊘ Talking about ANYTHING and EVERYTHING
- ⊘ Using the WRONG LANGUAGE
- ⊘ Not talking about THE RESULTS, WANTS & DESIRES
- ⊘ Not talking about THE FEARS & CONSEQUENCES
- ⊘ Not solving a BIG ENOUGH problem
- ⊘ Lack of clarity around the solution

What **QUESTIONS**  
do they ask **YOU?**





# The CURSE of KNOWLEDGE

What's YOUR Story?

Once Upon A Time...


tie it all together and FOCUS





**you CAN change it!**



# *Action Steps*

 **Identify Key Phrases:** Write down 3-5 phrases your audience uses frequently.

 **Create a Client Language Document:** Compile these phrases and use them consistently in your communications

 **Be Curious:** Regularly engage with your target audience through asking questions, engaging with them, polls, engage, etc.