

*In an online world **full of noise**, communication is more important than ever for your online business...*

3 Common Communication Mistakes That Sink Your Business

...and how to transform them into your superpower

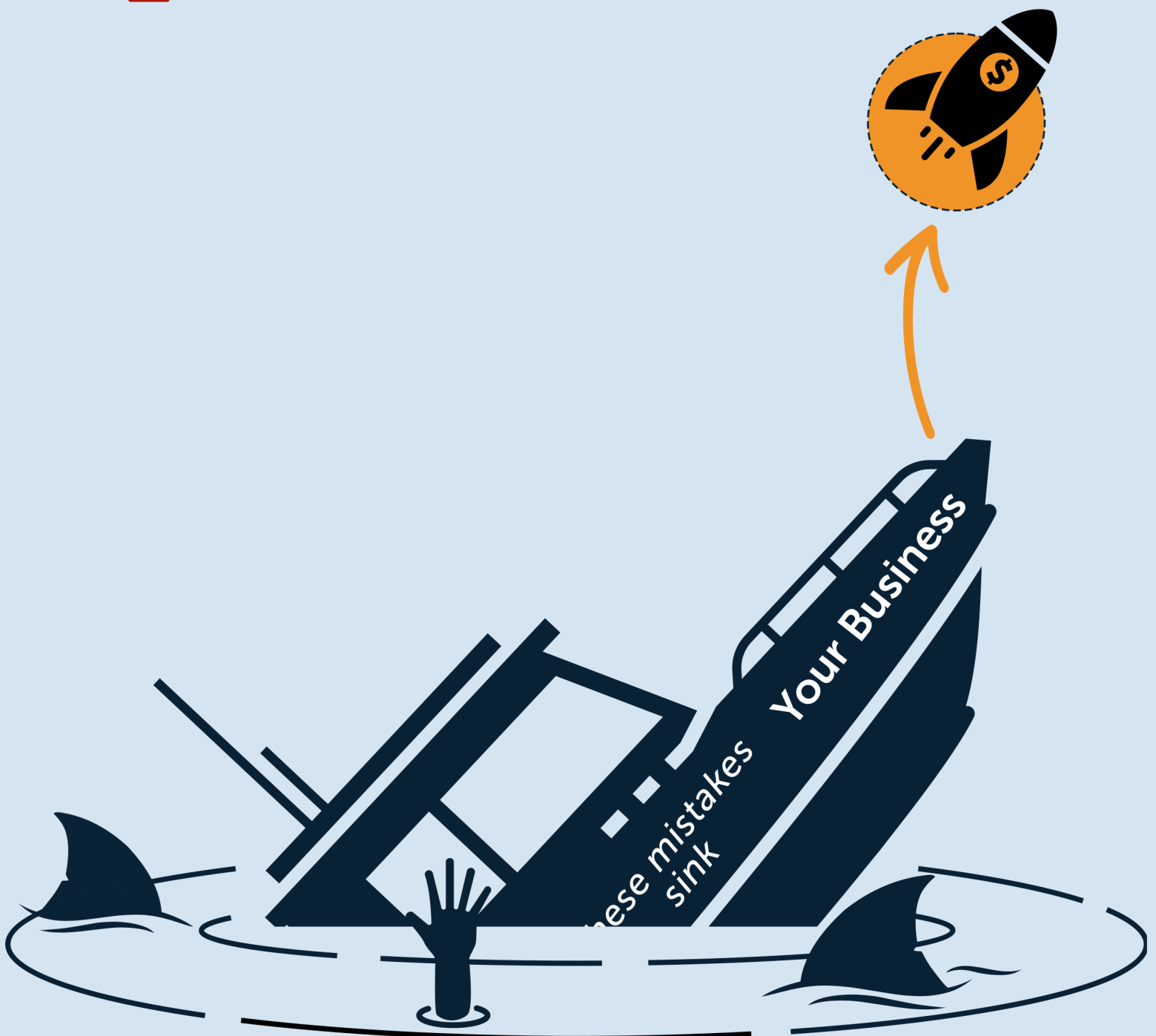


Table of Contents

THE ONLINE EDUCATION MARKET IS EXPLODING	4
I'M NOT SURE WE'VE MET	6
COMMUNICATION MISTAKE #1	7
THE TWO DIFFERENT BRAIN SYSTEMS	8
MEET THE GATEKEEPER	9
YOUR CUSTOMERS WONT LISTEN TO YOU UNLESS	11
WITHOUT EMOTIONS NOTHING HAPPENS	12
HOW TO MAKE IT EASY FOR YOUR CUSTOMER'S SUBCONSCIOUS TO UNDERSTAND	13
ACTIVATE THEIR SENSES — MAKE IT EASY FOR THEM TO UNDERSTAND	14
COPY THAT SPEAKS TO THE SUBCONSCIOUS AND THE SENSES.....	15
UNDERSTAND HOW PEOPLE ACTUALLY READ	16
HOW TO GET YOUR CUSTOMER'S UNDIVIDED ATTENTION USING CONTRAST.....	17
BUT...AND THIS IS A HUGE BUT	19
TELL STORIES, BUT INCLUDE THIS	19
COMMUNICATION MISTAKE #2	20
AVOID THE COMMODITY PITFALL	22
MAKE IT IMPOSSIBLE TO IGNORE YOU	23
CREATE A PROCESS AND GIVE IT A NAME	25
COMMUNICATION MISTAKE #3	26
WHY DON'T THEY BUY	26
AUDIENCE IS NOT FUTURE BUYERS	27
BECOME KNOWN FOR A PROBLEM	29
SUMMARY - THE 3 COMMUNICATION MISTAKES THAT CAN SINK YOUR BUSINESS	30
WHAT'S NEXT OR YOU?	33

If you want to build a wildly successful online business around your expertise...this guide will show you how to leverage the power of communication to magnetically attract customers that are ready to pay you today...

...and how to avoid the common communication pitfalls that put too many online businesses — out of business.

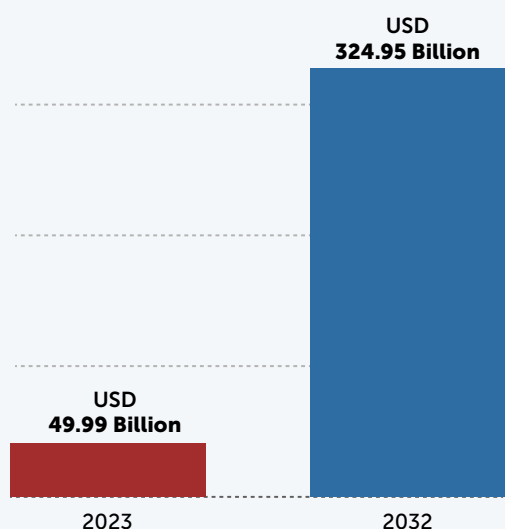
Chances are you'll never look at communication the same ever again.



Look, there's an unprecedented opportunity at your fingertips — right now...to build a business by your design. That can give you and your family the freedom to live however you want. And yes...it can pay you handsomely too.

But at the same time, there's an expanding problem that could derail that success.

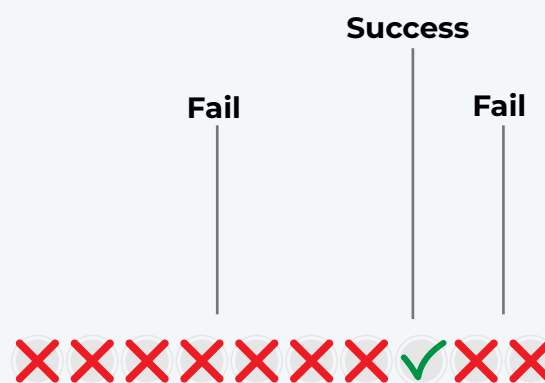
Projection: Global Online Education Market Size



Projected increase the next few years: **650%**

Success Rate of Online Businesses:

90% of online businesses **fail** within 4 months



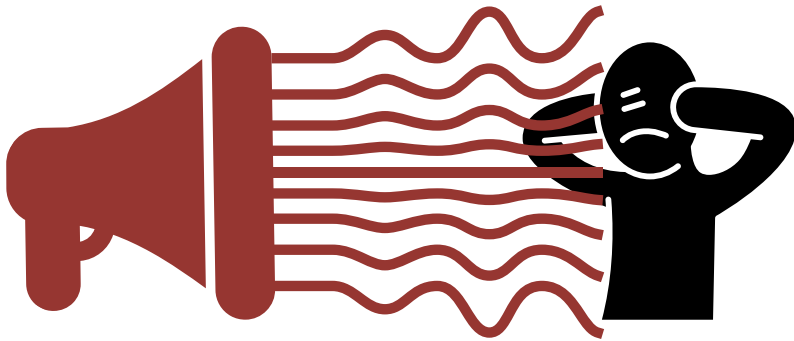
Sources: Straits Research, [entrepreneur.com](https://www.entrepreneur.com)

The Online Education Market is Exploding

So as you can see, the online education market is exploding over the next few years...a whopping 650% projected increase...

...but only 1 out of 10 businesses survive even the first 4 months! Why?

Well, it starts to make sense when you see what entrepreneur.com found to be the #1 reason businesses fail: **competition**.



Deafening noise!

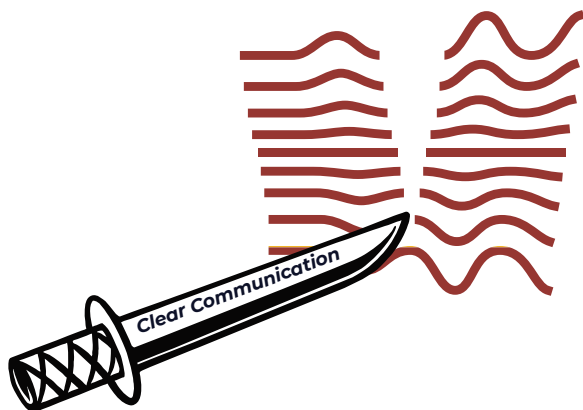
I don't know about you...but my email inbox is overflowing...messages from random strangers try to hijack my phone...and my social media feed is just exploding with people demanding my attention.

Sound familiar?

And because more people are quickly filling up the market, the competition is surging...with a gigantic crowd of people desperately trying to stand out by shouting even louder.

And it all just turns into deafening noise!

But when you follow what I outline in this guide. ***You'll be on your way to connecting with your ideal customer in a completely different way***...that's naturally easy to understand. And you won't be adding to the noise anymore.



Clear communication is more important than ever if you want to stand out in the market...

Because it can cut through the noise like a hot knife effortlessly cuts through butter.



Now. If you already have an online business...

Which of these apply to you?

Are you...

- ▶ Creating a massive amount of high-quality content for your audience... but it's not leading to sales?
- ▶ Lacking engagement around your content?
- ▶ Having a hard time even getting noticed?
- ▶ Following the online "experts" recommendations but with no results to show?
- ▶ Finding it difficult to quickly explain why someone should buy from you?
- ▶ Experiencing slow sales?

If you answered yes to one or more of the above, know you're not alone.

And it probably has nothing to do with you...or the quality of your products or services.

But it indicates that your communication is off in one way or another.

Let's fix that.





Hey... I'm not sure we've met



Hey, Jesper here. I'm a 20-year veteran in visual communication, storytelling and copywriting. I've helped everything from giant corporations to small business owners hone in on effective communication strategies that connect with customers and drive sales.

For the last ten years, I've intensely studied persuasion and influence and the neuroscience that explains why and **how persuasive communication actually works.**

So now I help my clients leverage powerful neuroscience-based communication strategies to connect with their audience and grow their business.

And as you'll see...*it's counterintuitive in so many ways* from what they teach you in school...And a lot of the advice you find online is actually more harmful than helpful.



"His neuromarketing and sales methodology is a game-changer."

Megan Flinn - Business Strategy



Communication mistake #1

(and how to turn it into your superpower 🚀)

The communication isn't optimized for this noisy world. So it confuses your clients. Or worse... they ignore you.

The actual flow of communication might surprise you...

To fully understand communication, we have to examine how it's actually perceived by your audience—and more importantly, how their brain processes it.

Most people think that the brain is actively looking for as much information as possible to process. But that's not actually how it works.

In fact, your prospect's brain is actively trying to ignore you.

I know it may sound confusing, so let me quickly show you how it works.



The two parts are not the same...

The brain is incredibly complex, but a simplified way to describe how it works is to divide it into two systems.

A conscious system that we mostly control. We use it for complex problem solving, advanced math, etc.

And a subconscious system that is primarily automatic, and we have little control over. It's mostly instinctive and emotional.

As you compare the two systems below, notice the remarkable difference in processing power

Conscious
brain system



PROCESSING POWER:

40/50 bits/second

PROCESSING SPEED:

Slow but smart

COGNITIVE CAPABILITIES:

Complex language and math...writing, reading, and thinking

TIME MANAGEMENT:

Past, present, and future

Subconscious
brain system



PROCESSING POWER:

11,000,000 bits/second

PROCESSING SPEED:

Fast but very limited

COGNITIVE CAPABILITIES:

Senses, intuition and vigilance...No writing, no reading, and no thinking...

TIME MANAGEMENT:

Present only



While it seems incredulous at first, our experience of the world is 99.999996% subconscious.

Meet the gatekeeper...

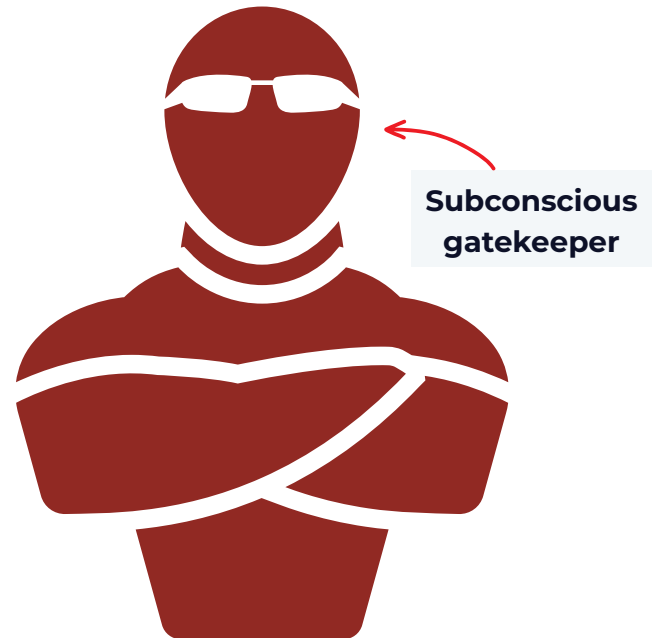
While our conscious brain is extremely smart. It has a very limited capacity...and burns precious calories every time it's activated.

So the subconscious handles as many tasks as possible. Only when something is critically important does it pass the information up to the conscious brain. **It's like a gatekeeper.**

But as you can see above, *the subconscious doesn't understand complex language, or complicated problems. It relies on instinct.*

It's main job is to keep us alive. To help you survive and thrive. To keep you out of danger. To help you eat and drink. To protect your social status and to find you somebody to mate with etc.

And what the subconscious doesn't understand it ignores. If something is confusing, it'll avoid all together because it could be a possible threat.



Persuasion and sales is completely backward from what most people were taught

If you're an online expert, and you want to communicate so people listen...if you want to inspire people...if you want sales...and a thriving business...

When you get this...everything could change for you...

Because if you want to influence somebody. If you want to be heard...



You have to pass through the subconscious gatekeeper of your prospective client



- ✓ That's why they say the headline is 80% responsible for the success of a sales letter...
- ✓ Because when done right, it triggers survival instincts in the subconscious...and it tells the conscious brain to pay attention.
- ✓ And when the message is easy for the subconscious to understand...**you'll keep the prospect's attention...and start tapping into their hopes and dreams...and their desires**

“95% of our purchase decision making takes place in the subconscious mind”

Harvard Professor, Gerald Zaltman

When you align your message with how the brain naturally perceives the world — through the subconscious — your customers will automatically listen. **And growing a profitable business becomes much easier.**

Let's explore how you can do that.



Your customer won't listen to you unless...

Think back to your least favorite class in school. Where your body was aching to leave the classroom...and time seemed to go in slow-motion.



Where you had to listen to that boring teacher spew out endless amount of information you could care less about. And worse, you had to learn it.

That's how most of us learn communication. Communication that's all about information. how to explain and describe succinctly. Where the audience is already locked down in their seats, ready to pay attention — whether they want to or not.

And that's how most people try to promote their business.

But you and I both know that's not how the world actually works.

Here's the thing...

You could have simply walked out of your least favorite class in school. But why didn't you?

Obviously I don't know your reason(maybe you did walk out). But my guess is that it had something to do with your grades. And flunking the class would be emotionally painful.

Now imagine the principal one day storming into that classroom, declaring that from now on the class is no longer required. And your grade is not affected if you choose not to attend.

You'd probably bolt out of that class faster than a cheetah. Right?

So it wasn't the information that kept you in class. **It was the emotional pain of what would happen if you didn't.**

And that's how all humans for the most part work.

Actions and decisions are driven by...



Without emotions nothing happens

Emotions drive our actions and decisions. Without emotions nothing happens. They're as important to action as fuel is to a car running.

Or in the words of renowned neurologist Donald Calne:

“...emotion leads to action while reason leads to conclusions.”

Donald Caine, neurologist

INFORMATION



VS

EMOTIONS



REMEMBER THIS:

If there's no emotional reason for your customers to listen to your message, they'll ignore you.

Quick Summary...

If you want your customers to listen to you. And if you want them to take action on your message:

- ▶ **Make it easy for their subconscious brain system to understand it.**
- ▶ **Connect it to a strong emotion.**

How to make it easy for your customer's subconscious to understand...

What do you do after a long exhausting day at work? Well, many people like to unplug and relax by watching a movie.

But wait a minute! A movie is typically long...about two hours. A lot is going on, and even more to keep track of. And keeping your attention on something for two hours... *shouldn't that be exhausting?*

Actually, it's not. It's enjoyable and effortless. Right?

But why is that?

Because it's easily understood with your subconscious. It doesn't really require the conscious mind to engage.



Instead...we use our senses to understand the communication. Which is practically effortless.

And the senses trigger emotions. And those emotions actually change our physical state.

We jump in our seats when it's scary...we sweat...our pupils dilate, and our heart rate increases.

I'm sure you've walked out from a movie experience feeling powerful and alive.

And what would happen...if your customers got that same feeling when they engaged with you? When your message fills them with hope?

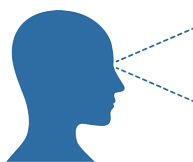


And they're chomping at the bit to take action

You see. When your communication activates your customers' senses, they'll listen to you...

And...it'll fill them with a desire to take the next step with you.

Activate their senses — make it easy for them to understand:



VISUALS

Processing Power:
40/50 bits/second



VS

Processing Power:
11,000,000 bits/second



In the comparison diagram, you already saw the massive difference in processing power between the conscious and subconscious brain systems. *40/50 bits/sec vs 11,000,000 bits/sec.*

But, perhaps even more remarkably...out of those 11,000,000, **10,000,000 are devoted to vision**. In fact, roughly a third of the neurons in your brain are dedicated to vision.

That's astounding...and it gives a new meaning to the old saying:

“A picture is worth a thousand words”

Now, you must use visuals carefully because they can confuse your customers if they're not aligned with your main message. In other words, don't throw a bunch of random pictures around that have nothing to do with the core message.

But if you align your pictures or videos with the core emotions of your message... it will be easy for your customers to understand...and remember it.

And it creates an almost immediate emotional impact.

If you're not using persuasive visuals in your communication and marketing...you're missing out on one of the most effective ways to influence and connect with your customers.

Activate their senses — make it easy for them to understand:



COPY THAT SPEAKS TO THE SUBCONSCIOUS AND THE SENSES

Your brain wants to rely on instinct. To take in as little information as possible. And to radically summarize it. It wants the information concrete and tangible so it can make quick decisions. And then go back to saving energy.

Now, that's a big problem for most regarding writing. Because we're taught to write with sound logic and succinct arguments. To intellectually make our case. In other words, writing that only the conscious brain system understands.

Don't get me wrong. You absolutely need logic and proper arguments to persuade...but there's an ocean of difference between a scholarly proper article and copy that persuades...inspires...and sells.



But first we have to understand how reading actually works...

When your customer reads your copy, it's actually a complicated process that involves several different regions of their brain.

- ▶ **It needs visual processing to decode the letters...**
- ▶ **It needs auditory processing to assemble the sound bits...**
- ▶ **And it also requires the brain to retrieve the word's meaning from its mental lexicon.**



So when you ask somebody to read your content without making it blatantly clear what's in it for them... they'll ignore you. And if the writing is complicated and hard to understand... they'll click away in a hurry.

But...once you have their attention, you have a major opportunity to influence them if you understand how people actually read



As we read...we are sounding the words in our heads. (Try it on this short sentence.)

It's as if we're talking to ourselves.

And when your writing is conversational, the way we usually talk, it feels natural to your customers...

And when you use short and simple sentences...without worrying about grammar...and don't stuff them with big, fancy, complicated words, it's easy for them to understand.

And if you use the same language as your customers...using the same words and phrases, it'll feel familiar and safe to them. All this helps to lower natural resistance and skepticism in your customers.

And now when you *guide them to think about your ideas*, they'll experience those ideas as if they themselves thought about them.

Your writing isn't about giving them information. It's about guiding their minds to think about the concepts and ideas you want them to think about. The words you use should trigger their senses. It should make them see, hear, and feel. And fill them with hope and possibility.

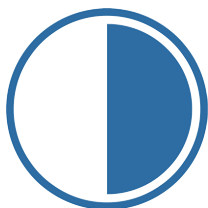
Think about this for a second. If your customer can visualize a positive future as a result of your service — really see that future...you create a memory anchor.

You have created a possible desired future they have already experienced in their mind. Which makes it real to them. **And they'll also associate that exciting future with you and your services,**



All because of the power of your written word.

Activate their senses — make it easy for them to understand:



HOW TO GET YOUR CUSTOMER'S UNDIVIDED ATTENTION USING THE IMMENSE POWER OF “CONTRAST.”

Let's return to the movie example again. Because it holds the key to keeping your customers undivided attention.

Pretty much all successful movies follow this simple concept.

A hero encounters a huge problem she must overcome to reach a desirable future that will transform her life. If the hero fails to overcome the problem, there are dire consequences.

The excitement about the movie is all about the tension between failure and success.

At this point, it probably shouldn't surprise you that there's an emotional pain associated with failure and an emotional excitement associated with success. And that is how you keep your ideal customer magnetically glued to your message.

You see...when your customer has a big problem she hasn't been able to solve by herself...

That emotional pain she's feeling...



Her subconscious associates that pain with survival, which means it's always looking for a solution to the problem



So when your message speaks about her specific problem...her subconscious immediately flags it as important.

“Pay attention...this is critically important.”



And then, when you position your service or product as the bridge between the emotional pain she's currently experiencing...and the possible, desirable future she desperately wants...

You move her from despair to hope...

She can see the joyous future...she gets to experience it as if it's already happened.

Remember, the subconscious doesn't know the difference between real and imagined. It doesn't understand the future versus the past. It only understands "now." And when your communication is dialed in, your customer can feel and live into the future before it actually happens.

And when you put the problem and the desire side by side, the contrast between the two possible futures is magnified. And they have to make a choice.

Metaphorically, you create a fork in the road, distilled down to two options they have to choose between:

Continue to suffer...or get what you desire.





But...and this is a HUGE but...

You must know your ideal client. You must know their actual problems and their desires — in detail.

A fake avatar is useless. Because it's not real, and it won't pass the subconscious gatekeeper.

You might have heard other marketers say: “it creates desire and demand for your product.” That sounds attractive as a marketing message, but that's not how it actually works.

Real problems and desires already live inside your customers.

And when you know what they are, you channel your service as the solution to what they're already looking for.

Tell Stories, but include this...

I'll briefly mention stories here because I think you already know by now how important they are.

Just remember that your stories need tension and stakes. Otherwise, they're boring, and your customers click away.

As outlined above, a successful story is about overcoming a problem. And about transformation that leads to a desired future.

And the excitement comes from not knowing whether the hero will succeed or not. (Intellectually, we often know...but our subconscious doesn't.)





Communication mistake #2

(and how to turn it into your superpower 🚀)

The communication fails to differentiate your services. Which means you'll blend in with everybody else. And your ideal clients don't know why they should buy from you...and probably don't even know you exist.

“If your product isn't unique, you're selling as much for your competitors.”

Ok. By now it should be clear...that you must know **what** your ideal customer's painful problem is.

And you must know *what they already desire*.

And you also know more than most other online entrepreneurs about communicating so your customers listen.

Now. There's one more hurdle you need to overcome if you want sales.

You might recall from above that the subconscious is fast. It's designed that way to quickly take us out of danger. Speed is much more important than accuracy for survival...



Run run run!



If a tiger attacks you, it doesn't really matter if it weighs 450 or 500 pounds. The subconscious would scream: ***"Big tiger is trying to kill you...run!"***

Now. The tiger is already in the category of dangerous things to avoid...like snakes...and blazing fires.

So, the subconscious can handle the situation with instinct and automatic programs.

The thing is that the subconscious has automatic programs for almost everything.

So when your customer's subconscious first experiences your message, it does not think, "Hmm, let me find out as much as possible what this person is saying..."

Instead, it goes something like this:

- **"Is this dangerous?"**
- **"Ok, this is not an emergency; how can I ignore it or spend the least amount of time on it?"**
- **"How is this similar to something I already know...so I can apply an automatic program and return to saving energy?"**

Of course, this happens automatically below your level of consciousness.

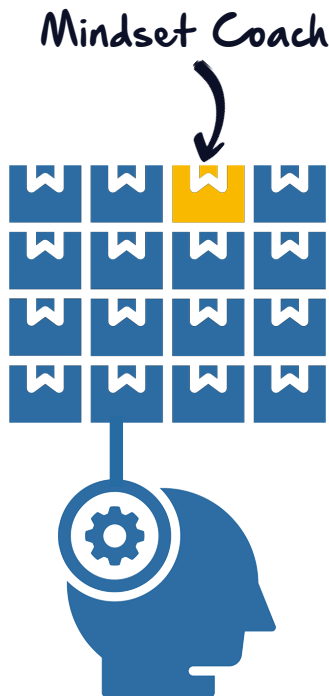


But your customer's subconscious is trying to fit your message and service into an already existing category, so it doesn't have to spend more energy thinking about it.

Avoid the commodity pitfall...

Let me give you an example...

If your potential customer asks you what you do. And you answer: **“I’m a mindset coach.”**



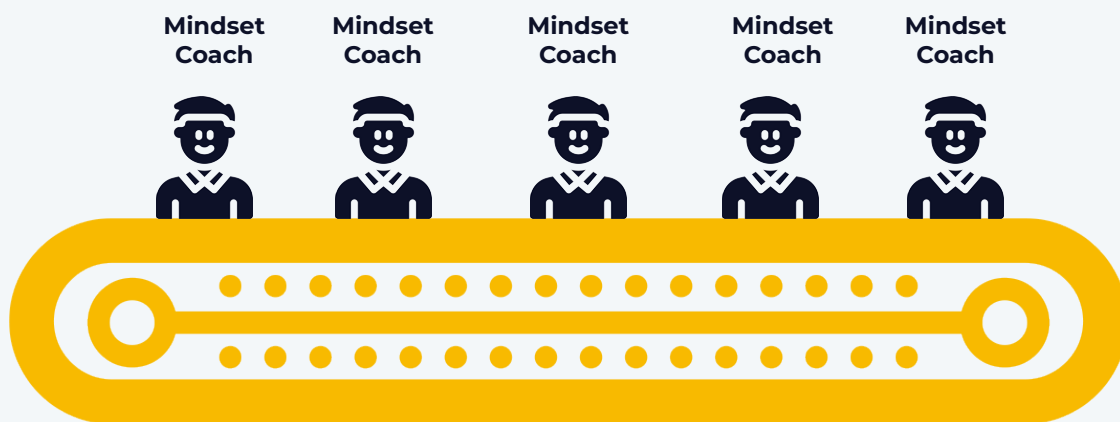
Their subconscious will instantly look for a category that fits the description of a mindset coach. And unless mindset is entirely new to them, they'll place you into an already existing category. **And automatically apply what they already believe about mindset and coaching.**

And then, their subconscious will go back to saving energy and ignore the rest of your message.

And here's another unwanted side effect of this...

If that person is actually looking for a mindset coach... you've just added yourself to the huge pool of other mindset coaches.

To potential customers, your service is now a commodity... and they can directly compare you to numerous other mindset coaches.



So how can you avoid this? ● ● ●



First, you want to **fight being categorized with tooth and nail**

Make it impossible to ignore you...

The subconscious wants to make quick decisions. And if the options are too similar, there's too much work to conclude. So, it simply tunes out and ignores it altogether.

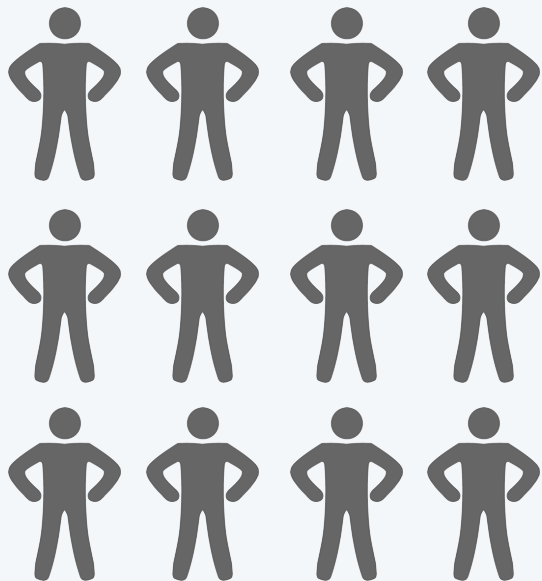
But. All that changes when you can present an option that radically stands out.

When the subconscious encounters something new and novel, *it automatically gives it attention*. We're biologically wired that way because it could be important to our survival.

In fact, when you come across new and novel stimuli, specific dopamine-producing regions in the subconscious are activated.



Who's the best?



Your customers don't know that you're "better"

As an expert in your domain, you're probably light years ahead of your customers.

And if your explanations about why you're better than all competitors are too subtle or nuanced...it'll require too much work to understand. So they'll ignore your message.

And even if you get their attention, proving that you're better is difficult. It raises all sorts of resistance and doubt. "Better? Says who? Based on what?"

If you really are the "first," "best," "fastest," etc., and have irrefutable proof...by all means, use that.

But...



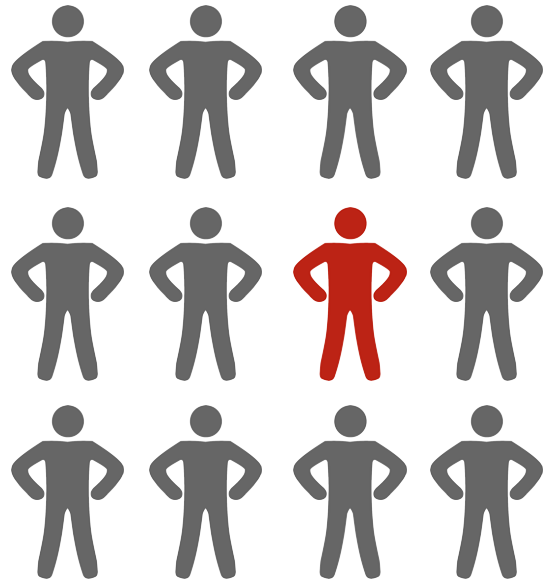
But for most of us...

...highlighting our differences will be much more powerful and will trigger less resistance and comparison from your customers.

Being the “only” of something is powerful.

It doesn't mean that your service has to be 100% unique. That's very rare.

But when you direct your customers to focus on your uniqueness, that's where they place their attention.



Example:



“We’re the only restaurant in Dalton that grows our own organic vegetables. So you can enjoy a delicious meal while also improving your health.”

Other restaurants in the area might have similar food and may be superior in some other aspects. But for a customer who values “organic” food and “healthy” living, this is a very enticing offer.

And there's no direct competitor. Also known as: *“selling in a vacuum.”*

Guide your customer's mind to focus on how you're different.



Another thing you can do is create a process and give it a name.

Be the creator of something...

It almost automatically commands more authority and makes you stand out...simply because the process is unique to you.

Fair warning, though...Don't just take any process and slap your own name on it. Make sure you actually create something unique that gets your customers results.

But compare the difference...

"I'm a mindset coach."

vs.

"I'm the creator of the Total Clarity Process. The only program that combines cutting edge mind mapping technology with ancient Indian meditation secrets...which creates a unique immersive experience that can reprogram your mind in as little as 45 minutes."

Which one do you think will command more attention?



Finally...this is outside the scope of this guide, so I can't go deep. But if you want to take these concepts to a whole other level...you can tie it all together with rock-solid logic.

It works something like this...

Find water-tight proof and logic why a solution has to follow a specific sequence, be done in a particular way, etc., for optimal results.

The goal is to create an argument that is almost impossible to disagree with. And then highlight how your process is the only solution that follows those exact steps...or is done that specific way.

Done right, this creates a powerful sales argument that'll be hard for your potential customers to resist...resulting in way more sales.



Communication mistake #3

(and how to turn it into your superpower 🚀)

The communication and the content isn't aligned with your offer. So you'll end up with an audience who has no interest or intention to ever buy your offers.

“Why don't they buy...?”



This is a more common problem than you may realize.

There are quite a few entrepreneurs that have a large online following...

And even sizable e-mail lists...

But when they finally present an offer to their audience... expecting a flurry of sales and happy payment notification dings on their phones...

What they get instead is dead silence. A lukewarm response at best and often nothing but crickets.

If this has happened to you, I know how disappointing it can be. It can also sprout all sorts of limiting beliefs...and doubts...

But there's often a very simple reason why the offers fail...

Audience



Future Buyers

You see...simply having an audience is NOT the same as having an audience brimming with potential buyers. It's more of an illusion *until you strategically build your audience with sales in mind.*

If you're an influencer...sure...you want a ginormous audience. Influencers usually have a very different business model than online experts. (And most of them don't make much money.)

But if you're an online expert, you'll get significantly more leverage when you're strategically growing your audience **ONLY** with **people who already want what you sell.**

So how do you do that?

I believe it starts by listening to the wisdom of the great Stephen Covey:

“Begin with the end in mind.”

Stephen Covey, Educator, Author, Businessman, and Speaker

Start with you offer and then work backwards.

- 1 What is your offer?
- 2 Who is your ideal customer who needs your offer?
- 3 What big problem does your offer solve that your ideal customer can't solve herself?
- 4 Then, create content and marketing that speaks about this problem, how your offer helps solve it, and how you and your offer are uniquely qualified to solve this specific problem.

Now you're filling your audience with people who struggle with the specific problem your offer solves



If somebody doesn't have this problem, they won't pay attention. But if they do, they'll think you're speaking directly to them.

And they'll listen to you because it's important to them. **And you'll start building an audience that's directly aligned with what you sell.**

Even if they don't buy right away...they want and need what you sell. So they'll pay attention to you, and at some point, they'll likely buy your offer...and other future offers. *You've just created a loyal following.*

The key is to create content that, for the most part, is related to the problem you solve. And don't venture into all sorts of other unrelated topics.

Now, some find this simple approach challenging.

It's repetitive. "I feel like I'm saying the same thing over and over."

But that's actually the whole point.

When did you last see the McDonald's arches glowing with a bright green color instead of yellow?

Or have you ever seen the Starbucks mermaid logo ditched for an elephant logo instead?

I'm willing to bet you've never seen that...

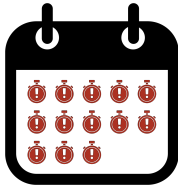
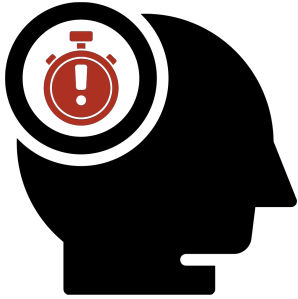
The thing is...and this is counterintuitive to some...marketing is not so much about creativity and diversity...

...as it's about clarity and memorization.



Become known for a problem

"Hmm, might be important!"



If you remember, the brain wants to radically summarize and simplify. It doesn't memorize much unless it's crucial.

But if something shows up consistently and repeatedly, it sends a strong signal to the brain that **it must be important**.

So, over time...and sometimes quickly...your ideal customer will remember you as the person who can solve their big painful problem. If you stick to it.

Think about it this way.

When you become known for a specific problem...

You'll be seen as the go-to expert and authority on solving that problem...and gain a loyal following around it.

And you'll continuously grow your authority, making selling current and future offers easier.



Hopefully, that will set you on a straight path toward a flourishing business...and complete freedom to build the life you want and deserve.

SUMMARY



The 3 common communication mistakes that can sink your business: (and how to turn them into your superpower 🚀)

- 1 The communication isn't optimized for this noisy world. So it confuses your clients. Or worse... they ignore you.

The Fix:

- Make it easy for your customer's subconscious to understand.
- Activate their senses and create an emotional response.
- Use visuals(movies, images, etc.) aligned with your core message and main emotional response.
- Write copy that speaks to the subconscious and activates the senses.
- Your copy should guide your customers' minds to think about the concepts and ideas you want them to think about.
- Write conversationally, with mostly easy-to-understand words and short sentences.
- Use the same words and phrases as your customers.
- Speak about the painful problems your customers experience and the consequences of not solving those problems.
- Speak about the desirable future your customers already want and how their lives will be better.

1

The communication isn't optimized for this noisy world. So it confuses your clients. Or worse... they ignore you.

The Fix:

- Magnify the contrast between their problems and desires by directly comparing them side by side — and then position your solution as the bridge that'll lead them from the problem to the desired future.
- You must know the actual problems and desires of your customers. Fake avatars are useless.
- Use stories in your marketing, but make sure there's something at stake in the story.

2

The communication fails to differentiate your services. Which means you'll blend in with everybody else. And your ideal clients don't know why they should buy from you...and probably don't even know you exist.

The Fix:

- Make your product unique, or you're selling as much for your competitors.
- Fight categorization with tooth and nail.
- Don't try to be "better" than your competitors. Focus on your differences and be "the only" solution.
- Present yourself as "the creator" of a specific process.

3

The communication and content aren't aligned with your offer. So you end up with an audience that has no intention of ever buying your offers.

The Fix:

- ▶ Grow your audience **ONLY** with people who already want what you sell.
- ▶ Start with your offer and work backward to fill your audience with potential customers.
- ▶ Determine who is your ideal customer.
- ▶ Identify the big problem your ideal customer struggles with that your offer solves.
- ▶ Create content and marketing that speaks about this problem and how your offer helps solve it.
- ▶ Create content proving you are uniquely qualified to solve this specific problem.
- ▶ Repeat the content so your ideal customers memorize you as the go-to expert and authority to solve that problem.

What's next?





What's next for you?

As you've seen. When you communicate clearly...aligned with how your customer's brain naturally perceives the world...it cuts through all the noise out there...and you'll be seen and heard. And you'll connect much deeper much quicker with your audience and your customers. Which gives you a greater chance to build a thriving business that can support you instead of the other way around.

So, the next question now is: How can you leverage communication in every single area of your business...so it gives you an unfair advantage? How you can take advantage of this unprecedented opportunity in time...And build a wildly profitable business around your expertise...

Only you can decide to grow more...to set and achieve bigger, bolder goals for your business and your life.

But imagine for a second...

What would happen if all your communication throughout your entire brand and business was consistently pulling in the right people? People who are already excited to work with you...and ready to put money in your hand — today.

I hope this guide has been helpful. And that it will help you build a flourishing business.



How to maximize the power of communication in your business...

If you want to find out more about how we can strengthen your messaging and communication together...so you don't have to do it alone...you have some options below:

- ▶ Inquire about coaching: [Click here](#)
- ▶ visit jespersandell.com to explore more resources related to communication.
- ▶ Inquire about custom messaging workshops and training: [Click here](#)

I wish you best of luck.
Cheers, Jesper