



Messaging/Content Prompt

I've shared details of a Client Profile for one of my right fit buyers. Please read and analyse.

Then generate messaging content ideas that hit both:

WHO: Identity, beliefs, self-perception, motivation

HOW : Strategy, process, how-to, decision-making support

Use these three stages of awareness and 2 ways to build authority & connection

Problem Awareness – They know something isn't working

Solution Awareness – They're weighing their options

Offer Aware – They're considering my offer

Authority/Agitation Content - Positions you as the guide with the insight, experience, and structure to help them move.

Relatable Content - Builds trust through shared truths, realness, and emotionally resonant stories they see themselves in.

Please return: 3–5 content topics for each awareness stage and connection content. Clearly labeled: (WHO) or (HOW) next to each idea

Add suggested formats (e.g., carousel, email, reel, podcast) where relevant