



**How to create  
social media  
posts that  
attract clients**



# Learning goals

1. The real reason you don't stand out is you're doing everything you can to fit in
2. To show how different you are don't talk about yourself
3. 4 things you must know to effectively market your business
4. How to talk to your customers so you stand out
5. Adjust your offer to solve people's problems better



**The real reason  
you don't stand  
out is you're  
trying to fit in**



**Have you  
unintentionally  
commoditised  
your business?**





# Commodity

A product that is interchangeable with other products of the same type





# How do you shop for commodities?

Price

Easiest to access



BREATHE EDUCATION





**Have you  
commoditised  
your business?**



**BREATHE EDUCATION**



**Is your  
marketing like  
this?**



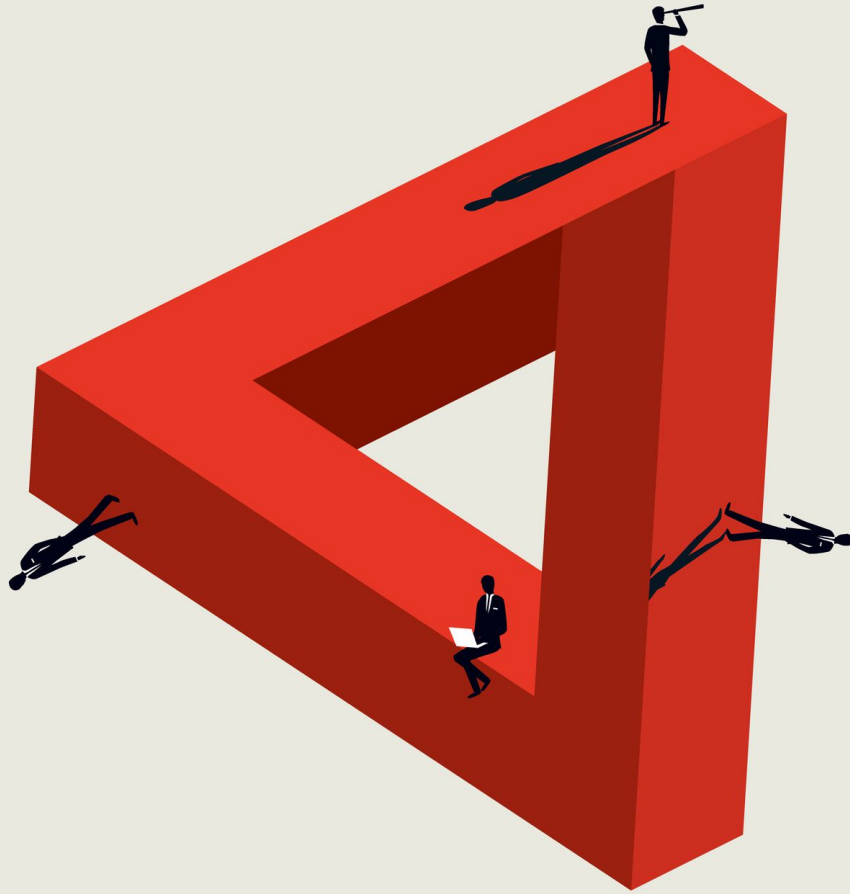


**If I looked at you &  
your competitors  
website & socials  
what would I see?**





- Same prices?
- Same class options?
- Same Joseph Pilates quotes?
- Same lists of the benefits of Pilates?



**You can't fit in  
and stand out at  
the same time**



# Self-assessment

- Do you get a lot of price shoppers?
- If a prospect asked you what's different about your studio do you have a 1 sentence answer?
- Are your classes, your prices and your marketing the same as your competition?





**To show how  
you're different  
don't talk  
about yourself**



For your prospects

**You, your  
business & Pilates  
are the most  
boring topics in  
the world**





**Are you here  
because you're  
interested in me,  
or my business  
or the 12 benefits  
of marketing?**



**You're interested  
in attracting  
more clients**



**BREATHE EDUCATION**





**If I'd called this  
presentation the  
12 benefits of  
marketing would  
you be here?**

“

*“Business has only two functions—  
marketing and innovation.”*



MILAN KUNDERA

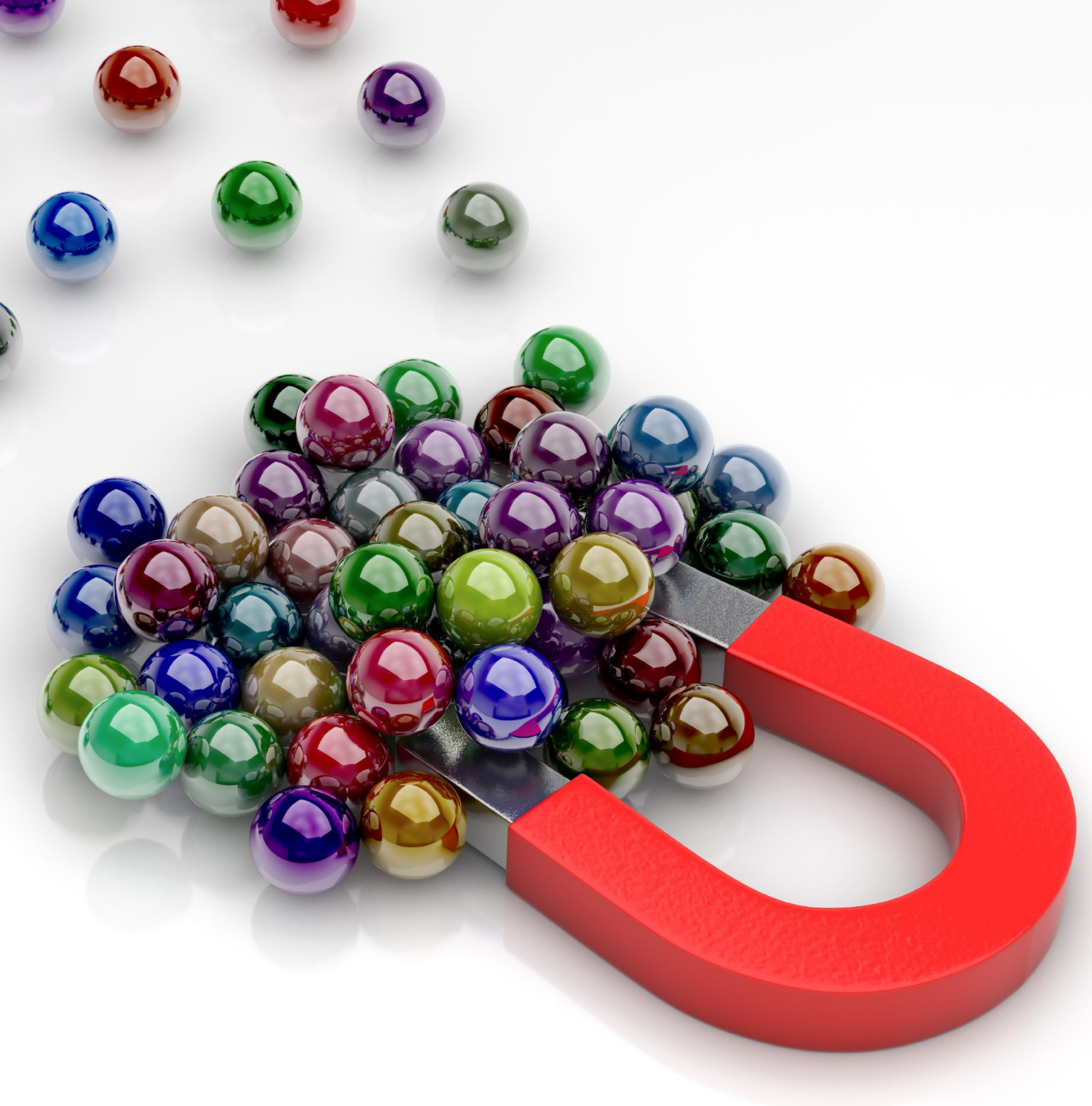
**Are you inspired  
by marketing  
quotes?**





# **You're here because you have a problem**

You don't have enough customers



You're not interested in marketing

**You're  
interested in  
attracting more  
clients**





**Your customers  
aren't interested  
in Pilates, they're  
interested in  
solving their own  
problems**



# What are your clients' problems?

- Low energy
- Poor body image
- Unfit
- Stressed
- No me time
- Aches and pains
- Feel unhealthy





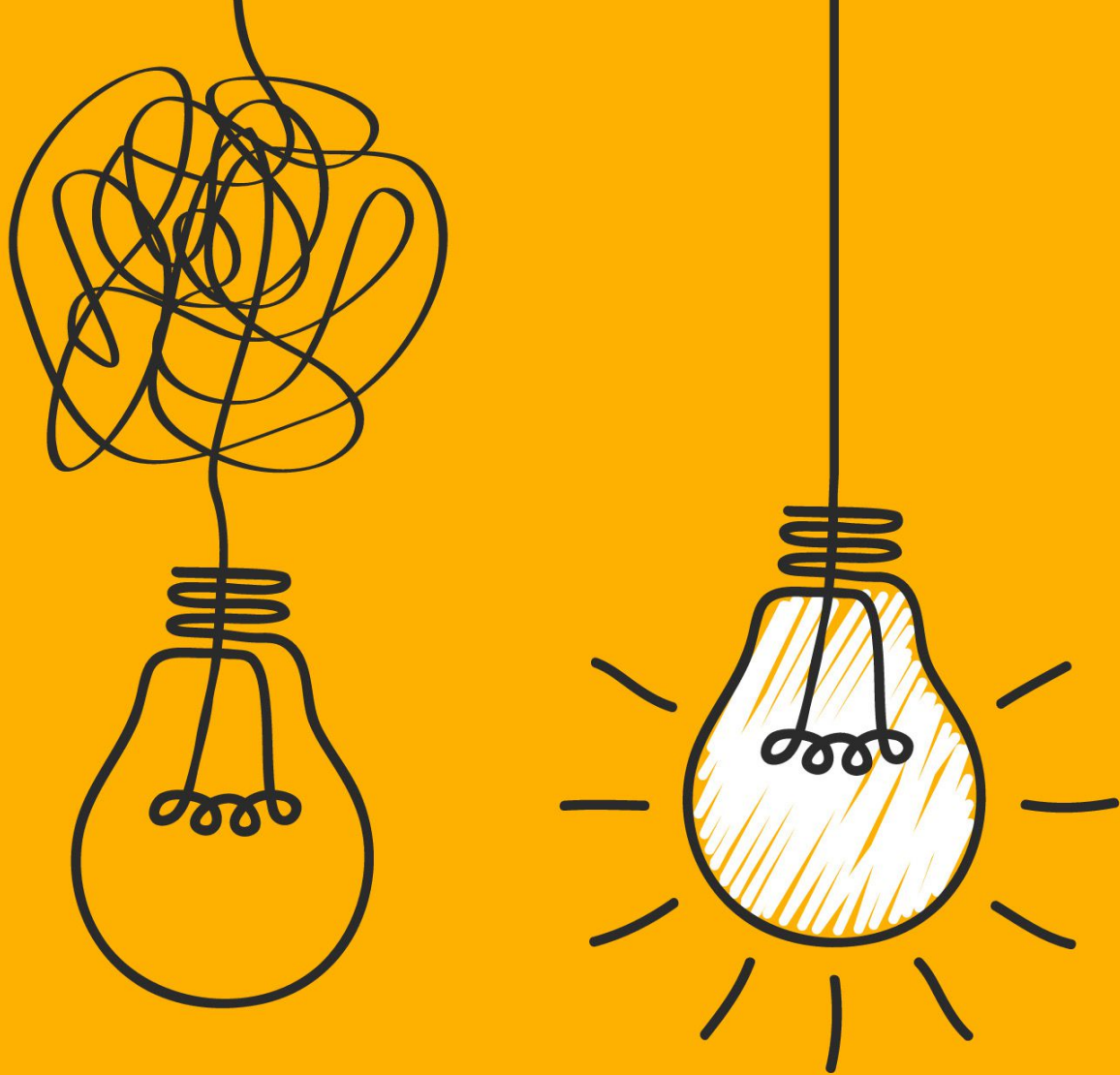
# What holds them back?

- No time
- No motivation
- Tried exercise before and didn't stick with it
- Don't enjoy exercise
- Prohibitive cost of sessions
- Feeling self-conscious
- Perfectionism



**Show them how  
you'll help them  
overcome their  
obstacles**





**And solve their  
problem**



**How to get fit in  
just 15 minutes  
twice a week**





**Feel more  
energized &  
positive in 14  
days – even if  
you struggle  
with motivation**



**Want to get fit  
but don't enjoy  
exercise?**

**This will blow  
your mind**





**Can't make it to  
class because of  
kids?**

**15-minute online  
workouts after  
school drop off  
every weekday**



**Want to get fit  
but feeling self-  
conscious?**

**Join our  
supportive  
sisterhood  
sweat sessions**





**Uncool outfits  
and jiggly bits  
welcome**



**Don't trust  
yourself to stick  
with exercise?**

**We'll teach you  
to trust again!**

AND help you get in great shape





**4 things you must  
know to  
communicate  
effectively &  
stand out to your  
clients**



To communicate effectively &  
stand out, you MUST know  
your customers'

**Identity**  
**Problem**  
**Obstacles**  
**Goal**





# Identity

How your customer views themselves.

This is not about demographics it about thoughts, beliefs and values.

If you know your customers' identity, you'll be able to complete statements about your customer like "I'm the sort of person who.." or "I believe that.."



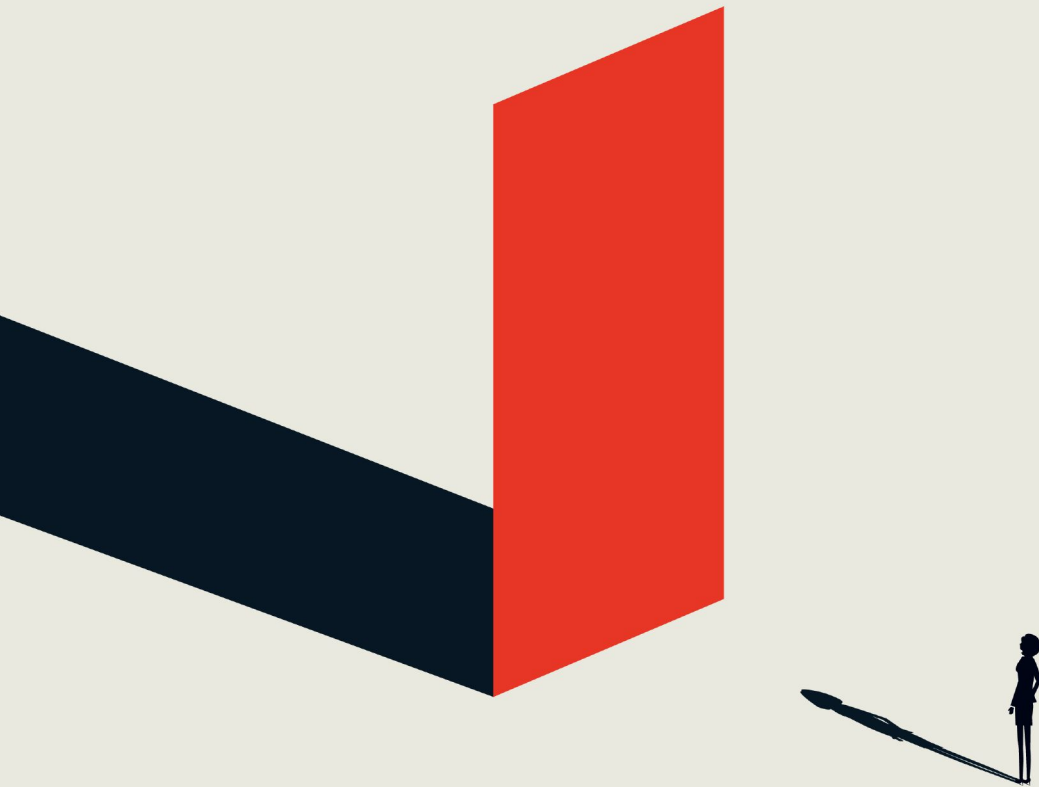
# Problem

What problem do you solve for your clients? What is wrong in their life that they want to fix?

This is their “moving away from” value. What they want LESS of in their life.

If you know your customers’ problem, you’ll be able to complete statements about your customer like “I’m so sick of feeling..” or “I wish I could...”





# Obstacles

What obstacles do you help your clients overcome to enable them to solve their problem?

These are the things (real or imagined) that have been holding them back from solving it up til now.

If you know your customers' obstacles, you'll be able to complete statements about your customer like "I tried exercise, but it didn't work for me because..."



# Goal

What goal do you help your clients achieve?

This is really restating the problem as its opposite. This is their moving towards value.

If you know your customers' goal, you'll be able to complete statements about your customer like "In a perfect world I would be..." or "If I could wave a magic wand..."





# Expertise statement

This is your point of difference

I help **identity** overcome  
**obstacles** and solve **problem** so  
they can achieve **goal**

Mine is *I help movement  
professionals really know their shit  
so they can feel more genuine*



**How to talk to  
your  
customers so  
you stand out**





**If you want to be  
differentiated,  
you have to be  
different**



**Go talk with your  
customers**





# Ask them

- What problem are they trying to solve with Pilates?
- What held them back in the past?
- What concerns did they have about starting Pilates?
- What would make it even easier for them to do Pilates regularly?
- What else did you consider?



# Build a customer avatar

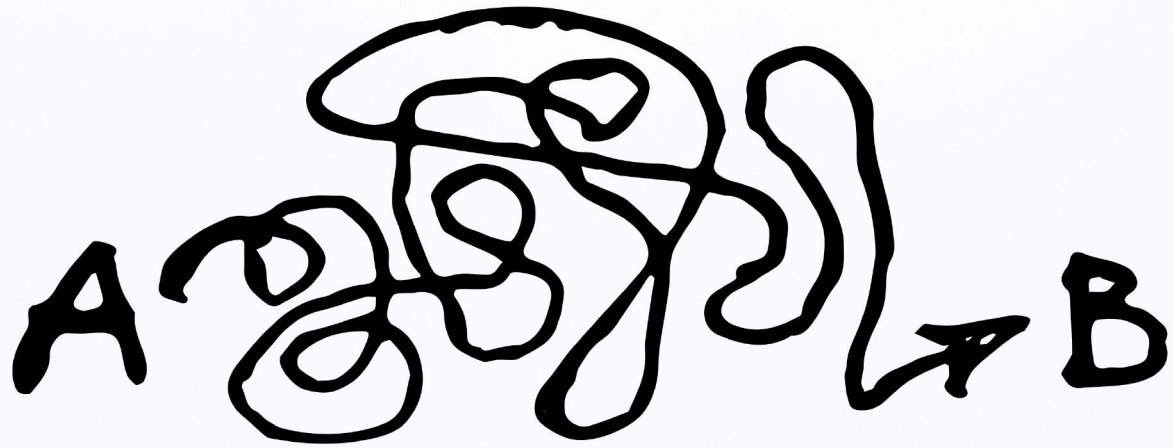
1. Their **identity**
2. The **problem** you help them solve
3. **Obstacles** to solving the problem
4. Their **goal**





# Identity questions

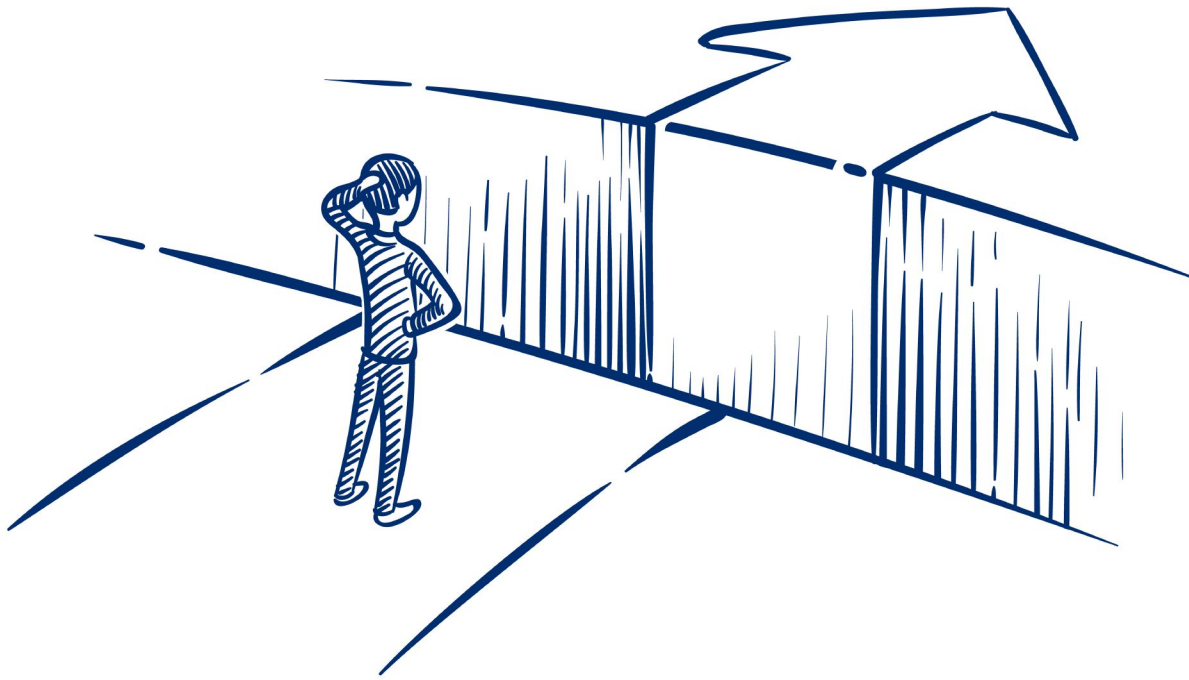
- Tell me about yourself
- What sort of person do you see yourself as?
- What is important to you in life?
- How would you describe your personality?
- What are your core values?



## Problem questions

- What problem were you trying to solve with Pilates?
- What has changed for you since you started Pilates?
- What does Pilates do for you?
- How is your life better because of Pilates?





# Obstacle questions

- What concerns did you have before you started Pilates?
- What held you back in the past?
- What sometimes makes it hard for you to show up?
- What else did you consider?
- Why did you choose us?
- What would make it even easier for you to do Pilates regularly?



# Goal questions

- How do you feel better as a result of doing Pilates
- What has Pilates given you?
- When you started Pilates, what did you hope you would achieve?





**Adjust your  
offer to solve  
people's  
problem better**



**BREATHE EDUCATION**

**15-minute  
classes for  
busy moms**

**Ability to book  
12 months in  
advance for  
busy  
executives**

**Short  
cancellation  
window for  
busy  
executives**

**Larger classes  
at lower prices  
for people who  
can't afford  
privates**

**Pre-recorded  
classes for  
people with  
unpredictable  
schedules**

**Accountability  
coaching and  
results  
sessions**

**Child minding**

**Behavior  
change  
coaching**





# Post ideas

- Lists e.g., best books, best accounts, best home exercise props, best inspirational quotes
- How-to e.g., how to exercise when you're unmotivated, how to start a habit & make it stick – how overcome your obstacle & solve your problem
- Inspirational success stories from your clients
- Guest posts from people in adjacent niches





# Summary

You can't stand out and fit in at the same time

To show how different you are don't talk about yourself, or Pilates

To stand out you must know your customers' identity, problem, obstacles and goal

To talk to your customers so you stand out, show them how you're going to help them solve their problem by overcoming their obstacles

Adjust your offer to solve people's problems better