Problem Aware Growth Content Example 1:  
  
let me show you what it looks like when I land on your website   
(LOUD symbolizing large logo)“business name”

….

“you gonna buy my stuff?”

and this is what it needs to look like when someone lands on your page

(quiet - symbolizing small logo)\*business name\*

“giving you the solution to the problems that you're currently experiencing

when you land on this page”

“book a call today to find a solution for you”   
(symbolizing button )“book a call”

if you cannot meet your customer where they're at when they land on your page

you were never gonna sell your stuff

this is why I always advise people to get a brand strategy

strong brand design

and a strong website design for their business

to be completely optimized for sales

and I do all of those things

Problem Aware Growth Content Example 2:  
the reason that people are not obsessed with your brand

like you see in your competitor spaces

is because you're not doing this stuff

and they are so a lot of you think branding is just visuals

which are things like your logos

your typefaces or fonts as a lot of you call it brand icons

colours and overall design style

all of these things create something you really need

which is visual consistency

that makes it so

when people continuously see any part of your brand that's out there

on the internet in print

on a billboard it all is consistently referring back to your overall brand

next is purpose and that is who you serve

why you serve them what you solve and how you specifically solve it

this is usually what you're missing

if you're having trouble attracting an audience that's willing to pay you

your prices or willing to work with you

or even people who don't know what you're doing

your brand's purpose is how you get a super aligned audience of people

who are really willing to work with you

this is one of the biggest parts of being magnetic

your brand experience is usually how you get people to stay

and keep coming back to work with you

this is anything like your website

the process in which they work with you and how it works

and how much you take care of them etcetera

the physical space you work in and that your clients may come to

as well as customer experience

and the last is longevity

this is how you keep your brand staying relevant

and keeping it top of mine for people

basically nobody ever does this one except for really

really big brands this is keeping

like a cyclical graph on your research

conducting tests within your target audience and your product offerings

to make sure that you are continually giving the best experience

to your clients and things that they actually want and need

doing competitor research to stay on top of the other people in your industry

and making sure that you're continually differentiating yourself from them

and then mining for new problems and new experiences

that your clients are experiencing

that you can solve with your overall brand offering

I teach exactly how to do all of this

my magnetic brain members

the people inside are learning how to develop a brain strategy for themselves

that can give them all of that and help them execute it

so people are becoming obsessed with their brand

and their brand is becoming truly magnetic

Problem Aware Growth Content Example 3:  
You don't have a brand strategy,

and here's how I can tell.

You're posting things like

three accounting tips to help you prepare for tax season,

and you're doing this as an accountant

trying to get paid for accounting work.

But you haven't done any of the work

to even help people understand

how they identify that they need accounting help in the first place.

And giving them three free tips isn't gonna help them know that.

Your brand messaging, which is what this is,

has to start with your target audience.

And yet a lot of you will only define your target audience as women

aged 25 to 45 who live in the Midwest.

That's not enough to know how to speak to them on a deeper level.

You need brand strategy work

to figure out how you can position yourself in front of them,

as well as additional target audience research

to understand what they're thinking,

what their desires are,

and what problems they're having that you can help solve.

You need to get a brand strategy.