



FROM PAINPOINT TO PITCH

How To Sell
Without
Selling Out



Take a moment to reflect

What do people usually assume about your work that doesn't feel quite true?

What's one part of your business you care deeply about but struggle to explain?

What pushed you to start this work? And what pulls you to keep going?

Your CARE Code

Think back to a time when you were on the edge of a purchase but hesitated.

What was the pain point or concern you needed addressed?

What kind of information or reassurance finally got you to move forward?

Which CARE style do you think you were operating from in that moment?

Their CARE Code

Now flip the lens. Think about a recent sale you made. If are still in the early stage, think about your *ideal* buyer.

What are they worried about when making a decision? What do they really want to feel confident about?

What questions or objectives come up repeatedly?

Which CARE style do you think most of your target buyers use to make decisions?

Mapping the customer journey

STAGES →

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MINDSET

	Awareness Stage	Consideration Stage	Decision Stage
What is your customer thinking or feeling?	"I need a solution"	"What are my options?"	"Is this the right choice?"
What are the customer's actions?	Searching online, reading Google reviews, checking your social media	Comparing services	Pricing, guarantees, settling on decisions
What or where are they researching?			
How will you move the customer along their journey with you in mind?	Blog posts, helpful guides	Case studies, free consultation	Special offer, personal follow-up
Where are you showing up well, and where are the gaps?			