

Day 10 - Create Problem Solving Content

People have problems. They pay for solutions (along with support and accountability, of course!) So it makes sense to showcase the ways that you can solve problems for them.

Why solve problems? Because this builds up trust with your people, as well as positioning you as an expert (which builds on yesterday's action - it's adding up, even if you can't see the outcome just yet!)

But we still want to keep it simple - that way, they will absorb it, and you don't spend hours on your marketing. Everyone wins.

Today's action step?

Create and share one piece of problem-solving content. Some ideas to get you started:

- A post or story that answers a common question
- A voice note or email response you've given recently
- A tip for 'what to try when...'

Need an offline option today? Offer this solution in a real-world chat, handout, or casual convo with someone who needs it.

Still stuck? Jump in the [Whatsapp group](#). You can tell us, and we can cheer you on + share the confidence to have the conversation elsewhere!





Let's talk about how to solve problems through content

What's a common struggle your ideal client faces?

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What quick reframe, tip, or tool might help them today?

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Where can you share it in a way that feels simple?

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