



10XPC

LEAD STRATEGY

CRAFTING A PATH TO CONNECT AND
CONVERT

10XPROFITCONSULTING.COM

What Are You Selling (Clear Definition)?

Define your product or service with utmost clarity. Be concise and specific about what you offer. If you're a software consultant, specify the exact solutions or services you provide, such as custom software development or system optimization.

What Problem Are You Solving?

Clearly articulate the problem your product or service solves. This should resonate with your target audience. Using the software consultant example, you might solve the problem of inefficient business processes through tailored software solutions.

Where Are the Products Used Frequently and Always Needed?

Identify the environments where your products or services are in high demand. For a marketing consultant, this could be industries heavily reliant on digital presence, like e-commerce, where effective marketing strategies are always needed.

Who Are the People in Charge of purchasing decision?

Pinpoint decision-makers within organizations or among individuals. In the case of a cybersecurity consultant, the IT manager or business owner might be the key decision-makers concerned with data security.

Where Can You Find Them?

Know the physical and virtual spaces your target audience frequents. If your service caters to small businesses, local business events or online forums where entrepreneurs gather could be key locations.

How Can You Reach Them Professionally?

Craft a professional outreach strategy. Utilize channels like LinkedIn for B2B services or industry-specific forums. For example, a financial planner might engage with potential clients through relevant LinkedIn groups or financial planning webinars.

What Can You Give Them for Free to Address Certain of Their Problems?

Offer a valuable free resource that addresses a specific problem your audience faces. If you're a career coach, provide a free guide on effective resume writing or host a webinar on navigating career transitions. This builds trust and positions you as an authority in your field.

Examples:

Consider you're a graphic design consultant offering custom branding solutions. Clearly define your services as "Tailored Graphic Design and Branding Services." You solve the problem of inconsistent brand representation for businesses. Your services are frequently needed in industries with a strong visual presence, such as the hospitality or fashion industry. Decision-makers include marketing managers or business owners. You find them at industry conferences, and professionally, you reach out through personalized emails or LinkedIn messages.

As a free resource, offer a downloadable guide on "10 Essential Branding Tips for Consistent Visual Identity," addressing a common problem your potential clients face.

Need help scaling your business from 6 to 7,8 figures?

Talk to us!

Visit

<https://10xprofitconsulting.com>

Your success isn't just a possibility—it's a certainty. But only if you're willing to take that first bold step. The power to transform your business and your life is in your hands. Will you seize it?