

**How to Really Get to Know Your Potential  
Clients So That You Can Reach Them**

# **The Dig Deep Exercise**



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## Why This Exercise?

In order for you to prepare for writing a strong marketing message, you need to crawl into the skin of your potential client. The more specific your message is and the more spot on it is about what your potential client is feeling, the more they will perk up and pay attention to what you're saying.

Take a stab at answering the questions below. Ignore anything that doesn't matter or that is redundant, but be thorough in answering these questions.

Give yourself time, in a quiet place where you will not be disturbed. Spend at least 1 hour on this. You'll be amazed at what you learn about your potential client, and what matters to them.

## Dig Deep

1. Who is your ideal client? Individual adults? Children? Couples? Families?
2. Is your ideal client the person who will be contacting you to seek out your services? If not, who will? Note – the rest of the questions need to focus on the person looking for the therapist. This is your prospect and this is the person you need to be thinking of.
3. What is the relationship status of this person (the person shopping for a therapist)? (single, partnered, married, divorced)
4. Who does this person live with?
5. What does this person do for a living?
6. Gender?
7. Age range?

8. What keeps them awake at night, worrying, in pain, or just frustrated, lying in bed, eyes open, staring at the ceiling?
  
9. What is their single biggest problem (related to what you offer) that causes them the most pain or frustration?
  
10. TAKE TIME WITH THIS ONE: What do they secretly, privately desire most? Become your potential client and finish this sentence. "If I could just -----."
  
  
  
  
  
  
  
  
  
  
11. Describe a typical day for your potential client as it relates to their problem.

Okay. Those are the questions in the **Dig Deep** exercise, and they will form the basis for your marketing message. If you go back and look at your marketing message as it now stands, see how much, if any, of these things are addressed. See if the emotions, especially, are included.

My guess is that you don't include this level of detail. Do you see how this would make a huge difference for you?

When you do this deep inquiry and reach your potential clients in this way, they stop surfing around online, and they sit up and pay attention. You are talking to them as if you've been inside their head, listening to what they're struggling with.

You build instant credibility, confidence, and rapport.

If you apply this exercise to your marketing, I can guarantee that you'll get some traction with people who find you online.

If you want assistance with writing a well-structured marketing message for your practice, we have a team of journalistic writers who would love to help. Go here to learn more:

<http://www.counselingwise.com/specialty-pages>

Good luck with your marketing,

A handwritten signature in black ink that reads "Becky DeFuss". The signature is written in a cursive, flowing style with a long horizontal flourish at the end.