

9 TRIGGERS FOR SIX-FIGURE MESSAGING

Want to know what to post and what to say in your content? Always include one or multiple of the below messages to move your people from audience to lead.

1. **The Pain** – Your audience needs to know that you understand their deepest pains.
2. **The Problem** – Your audience needs to know that you understand their problems inside and out.
3. **The Stakes & Consequences** – Your audience needs to know the stakes and consequences of them not taking action.
4. **Who You Are** – Your audience needs to know who you are and why you're so awesome.
5. **Your Process** – Your audience needs to know your process and how you can guide them from their current situation to their desired situation.
6. **Proof** – Your audience needs to see proof that your product or service can produce results (as much proof as possible).
7. **Objections** – You need to handle your audience's objections inside of your content.
8. **Vision** – You need to lay out a compelling vision for what your audience's future can look like.
9. **Call To Action** – You need to let them know how they can take the necessary action.

