

**Your entire business can be
guided by 9 sentences.**



The Content Strategy Clarifier

How nine sentences can guide everything you create

A Simple Agenda

- The Origin Story
- The Warm-Up Exercise
- The Clarity Framework
- The “Magic”



The **Origins** of My Clarity Framework

- I was my first client
- It became my Clarity Call framework
- 5+ years, 35+ clients
- Platform agnostic
- Applies to content, marketing, products/services, messaging, and niche
- Completely custom to your goals/needs



What You're About To See

- 6 Questions That Lead To Your 9 Sentences
- Advice On How To Answer Them
- Examples of How I Answer Them
- Examples of How Others Have Answered Them
 - Me: Content strategist
 - Emily Benedict: Comms for schools
 - Chris Reilly: Financial modeling



Before We **Start** My Clarity Framework

- Answer each question with a single sentence
- You're going to want to rewatch, pause, and rewind this
- For some questions, brainstorm a bunch of possible answers and then choose one
- Yes, you could use AI to help you brainstorm this



The **Warm Up** Exercise

- There's no one right path
- What's working?
- What's not working?
- What would success look like?



And now...for my Clarity Framework!

Q1: What's Your **Goal**?

- “I want to **do/get** [YOUR GOAL] **by helping** [IDEAL CLIENT] **to do/get** [THEIR GOAL] **without doing** [THING YOU HATE].”
- 3 separate elements
- The more specific you get, the better



Goal Examples

- **JOSH:**

- “I want to build a successful solopreneur business by helping small businesses who already publish content to get more clients from their content without it being solely dependent on consulting.”

- **EMILY:**

- “I want to build a scalable, financially successful company (\$1M/year) that leverages my unique expertise to help K-12 education administrators better communicate their story to parents, community, and staff without sacrificing my freedom, being solely dependent on client-based revenue, or being the “face” of my clients.

- **CHRIS:**

- “I want to build a profitable solopreneur business (7-figures) where I generate predictable recurring revenue by helping finance professionals build simple and effective financial models in Excel without building a community, doing cohort courses, or trading my time for money.

Q2: **Who** Do You Need To Reach To Accomplish That Goal

- This is your “Broad Audience”
- Try to keep it to 5 words
- It’s ok to be vague here
- If you have a strong goal statement, the answer should be obvious



Broad Audience Examples

- **JOSH:**
 - “Client-driven businesses”
- **EMILY:**
 - “K-12 education administrators and superintendents”
- **CHRIS:**
 - “Finance professionals (FP&A and private equity)”

Q3: Pick 3 Ideal Audience Traits

- Ideal vs Only
- Who do you MOST want to serve and who can you BEST serve?
- Which of your current clients do you wish you could clone?
- The 100 People Exercise
- List as many traits as possible and then narrow/combine
- Can be demographic, psychographic, or both



Audience Trait Examples

- **JOSH:**

- Businesses who already publish content regularly
- They already have a successful product/service offer
- They publish written content (ideally a newsletter)

- **EMILY:**

- Superintendents who don't have an in-house communications professional
- Interested in training, not looking for someone to do it for them
- Want a proactive approach to communications - not just response to crisis issues

- **CHRIS:**

- 25-45 year old who works for - or is focused on - mid-market companies and is currently an analyst or above
- Already has basic/intermediate Excel skills and has done some financial modeling
- Feels overwhelmed and frustrated by modeling - they know it's valuable, but don't fully understand how to do it well

Q4: Write Your Ideal Audience **Statement**

- “My ideal audience is...”
- It’s a combination of your Goal statement and Ideal Audience Traits
- It’s a helpful statement to have handy



Ideal Audience Statement **Examples**

- **JOSH:**

- My ideal audience is client-driven businesses with a proven product/service who regularly publish written content to attract clients, but are not getting as many as they could because of a flawed content strategy.

- **EMILY:**

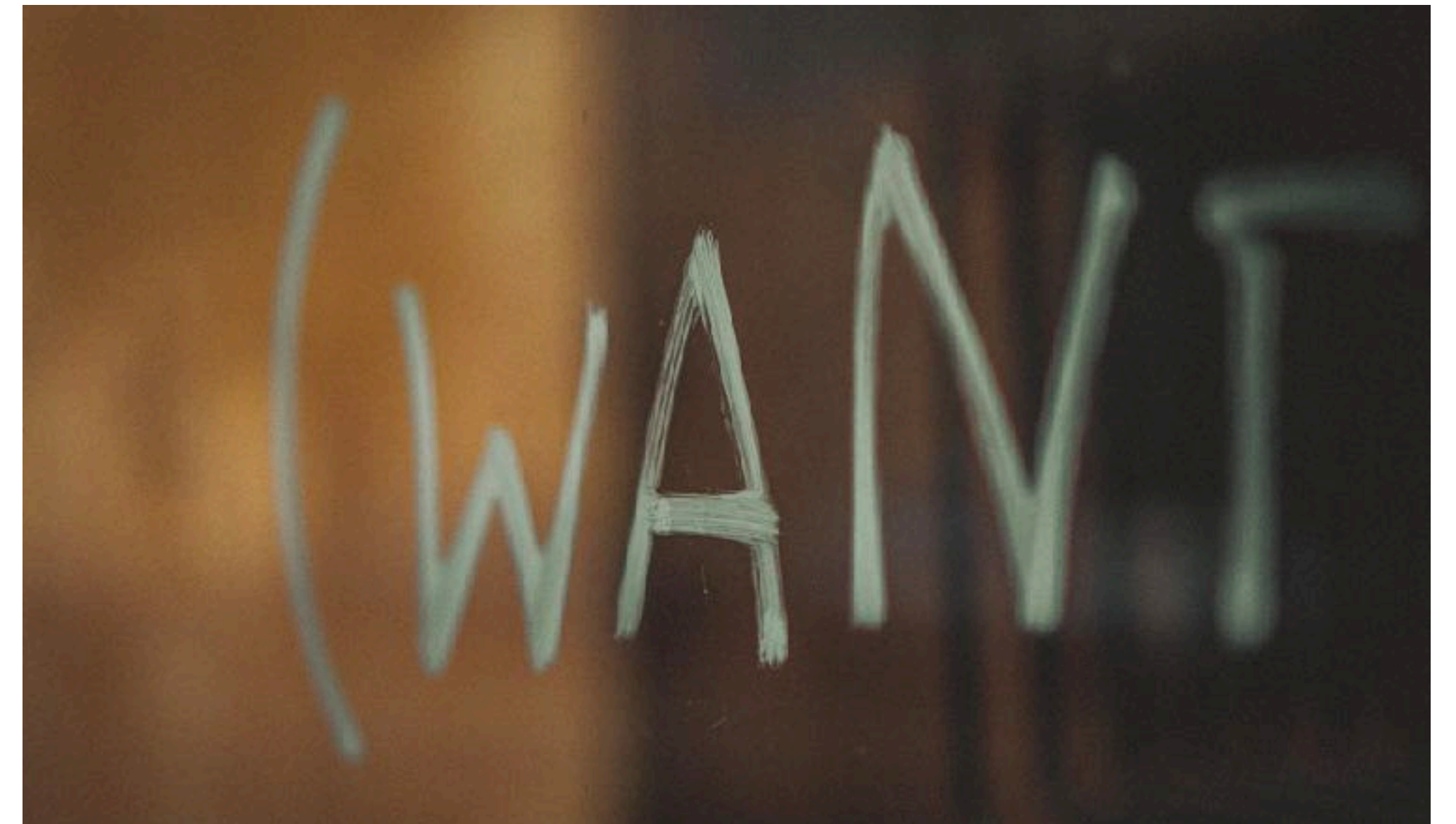
- My ideal audience is K-12 education administrators and superintendents who don't have an in-house communications professional, but are interested in training and want a proactive, strategic approach to communications - not just to address crisis issues.

- **CHRIS:**

- My ideal audience are finance professionals with basic-to-intermediate Excel skills who do financial modeling centered on mid-market companies, but feel overwhelmed, frustrated, or insecure about their ability to build them accurately.

Q5: Pick 3 **Broad** Wants

- The things your ideal clients want - broadly speaking
- Try to keep each description to a couple words
- Put yourself in their shoes
- Write them as "They want..."
 - They want ____
 - They want ____
 - They want ____



Broad Want Examples

- **JOSH:**

- They want to get more clients, leads, and sales from their content
- They want to know what kind of content to create
- They want to create content more efficiently

- **EMILY:**

- They want a communications plan they can feel confident about
- They want their communications tasks to be easier to execute
- They want organizational guidance

- **CHRIS:**

- They want to build more accurate financial models
- They want to be more confident in their ability to build models and make recommendations
- They want to be recognized as an expert financial modeler

Q6: Pick 9 **Specific** Wants

- For each of your 3 Broad Wants, write 3 Specific Wants
- The Specific Wants answer the question “What does it mean when they say they want [Broad Want]?”
- Put yourself in their shoes
- Write them as “I want...”



The 9 Specific Wants Of My Audience

- **They want more clients, leads, and sales from their content**
 - “I want more of my followers to convert to buyers”
 - “I want to attract more potential clients”
 - “I want to get more ROI from the investment I make in my content”
- **They want to know what kind of content to create**
 - “I want to know what to post on social media”
 - “I want to know what to post in my newsletter”
 - “I want to know what platforms I should use and how I should use them”
- **They want to create content more efficiently**
 - “I want a system I can follow to create content”
 - “I want to know how to get more reach for my content”
 - “I want to know how I should repurpose content”

The 9 Specific Wants Of Emily's Audience

- **They want a communications plan they can feel confident about.**
 - “I want to communicate effectively in a crisis.”
 - “I want all of our communications to be aligned and represent our brand”
 - “I want to know how to write press releases, work with journalists, etc.”
- **They want their communications tasks to be easier to execute.**
 - “I want templates.”
 - “I want to know what technology, tools, and best practices can help us.”
 - “I want to know how best to leverage social media.”
- **They want organizational guidance**
 - “I want to know who should handle communications for us.”
 - “I want to know how best to handle internal communications.”
 - “I want to know what we’re doing wrong or missing and how to improve it.”

The **9** Specific Wants Of Chris's Audience

- **They want to build more accurate financial models**
 - “I want to know what data to ask for”
 - “I want to know how to build and interpret the three statements”
 - “I want to master Excel shortcuts and best practices”
- **They want to be more confident in their ability to build models and make recommendations**
 - “I want to be confident in how I communicate my findings”
 - “I want to be confident in how I defend my assumptions”
 - “I want to be confident that the model is structurally accurate”
- **They want to be recognized as an expert financial modeler**
 - “I want more career opportunities”
 - “I want to be seen as the go-to person within my company”
 - “I want to be known for error-free models”

And now, for the “magic”

The Magic

- You now have 9 specific things your ideal clients want and those ideal clients come from the people you need to reach to accomplish your goal.
- EVERYTHING you do should be aligned with one or more of those 9 specific wants.
- If it is, it will be aligned with who you need to reach to get what you want.
- If it isn't, you've taken a wrong turn.



Beginner Magic

- Create content or products about any of the specific wants you mentioned
- There are infinite ideas within each of those 9 specific wants
- Make sure your messaging aligns with those wants (bios, sales pages, proposals, etc.)



Advanced Magic

- Combine two of your nine wants
- Combine one of your wants with one of your ideal audience traits
- Combine your wants with your ideal audience definition



Things I Could Create

- **They want more clients, leads, and sales from their content**
 - “I want more of my followers to convert to buyers”
 - “I want to attract more potential clients”
 - “I want to get more ROI from the investment I make in my content”
- **They want to know what kind of content to create**
 - “I want to know what to post on social media”
 - “I want to know what to post in my newsletter”
 - “I want to know what platforms I should use and how I should use them”
- **They want to create content more efficiently**
 - “I want a system I can follow to create content”
 - “I want to know how to get more reach for my content”
 - “I want to know how I should repurpose content”

Things **Emily** Could Create

- **They want a communications plan they can feel confident about.**
 - “I want to communicate effectively in a crisis.”
 - “I want all of our communications to be aligned and represent our brand”
 - “I want to know how to write press releases, work with journalists, etc.”
- **They want their communications tasks to be easier to execute.**
 - “I want templates.”
 - “I want to know what technology, tools, and best practices can help us.”
 - “I want to know how best to leverage social media.”
- **They want organizational guidance**
 - “I want to know who should handle communications for us.”
 - “I want to know how best to handle internal communications.”
 - “I want to know what we’re doing wrong or missing and how to improve it.”

Things **Chris** Could Create

- **They want to build more accurate financial models**
 - “I want to know what data to ask for”
 - “I want to know how to build and interpret the three statements”
 - “I want to master Excel shortcuts and best practices”
- **They want to be more confident in their ability to build models and make recommendations**
 - “I want to be confident in how I communicate my findings”
 - “I want to be confident in how I defend my assumptions”
 - “I want to be confident that the model is structurally accurate”
- **They want to be recognized as an expert financial modeler**
 - “I want more career opportunities”
 - “I want to be seen as the go-to person within my company”
 - “I want to be known for error-free models”

More Ways To Use Your 9 Wants

- Your 3 broad wants can be the three value promises you make on your website or sales page
- A course or product can be created to serve any of the 9 wants
- The language used for these wants is simple - use it to avoid jargon in your copy
- You have an easy way to describe your target audience and what you help them do



**MORE
MORE
MORE**

3 Things To Keep In Mind

- Your answers can and will evolve - you're not locked into anything
- Use this as a filter and a guide to ensure everything you do is aligned
- Once you see how the pieces fit together, you can see how they can be tweaked



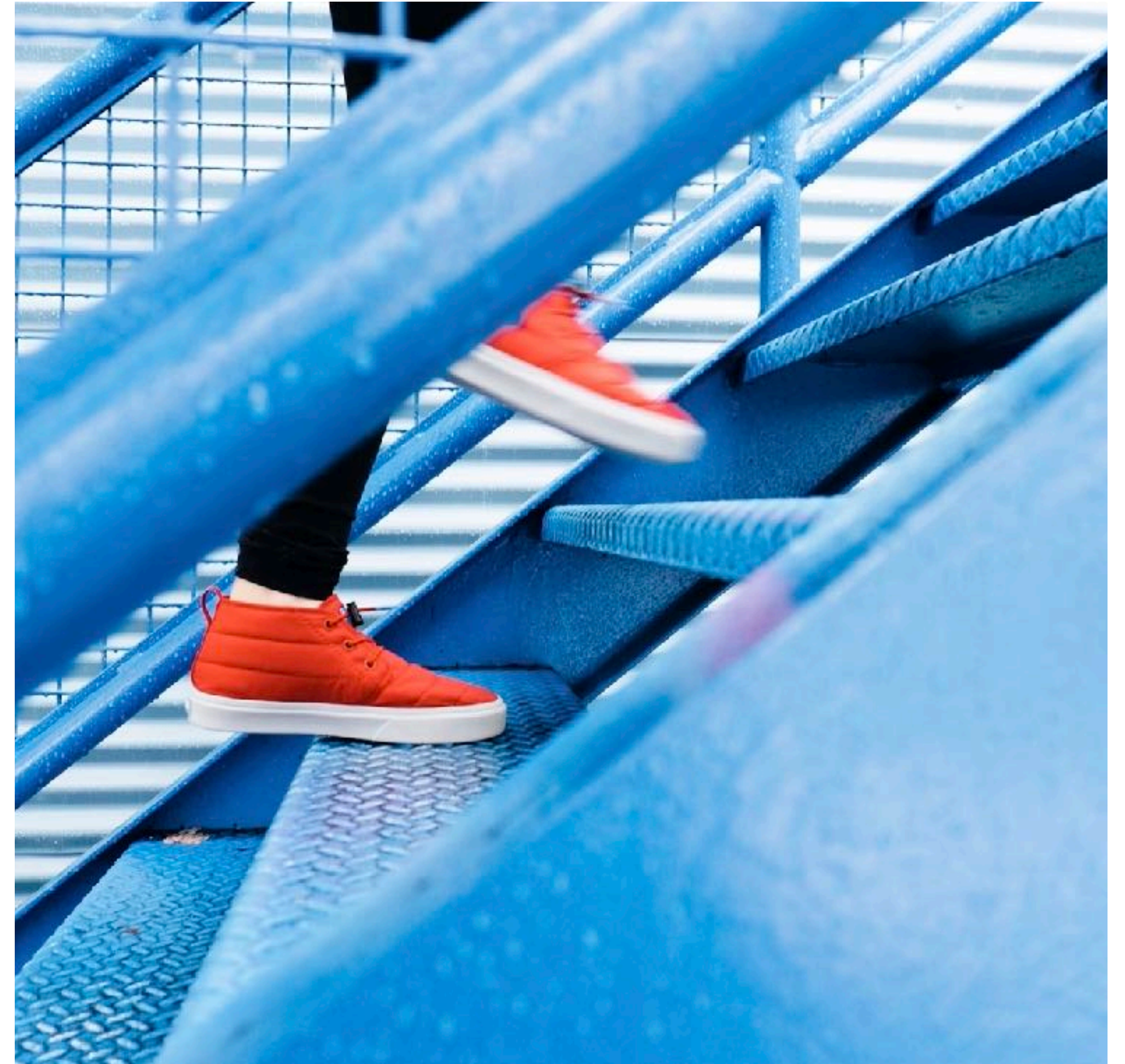
The **Clarity** Framework

1. What's your goal?
2. Who do you need to reach to accomplish your goal? (Broad Audience)
3. Pick 3 ideal audience traits
4. Write your ideal audience statement
5. List your ideal audience's 3 broad wants
6. List your ideal audience's 9 specific wants

Is your head spinning?
Here's a **simple way to start...**

Your First **5** Steps

1. Answer the 6 questions
2. Compare your broad wants to your current messaging and adapt accordingly
3. Start to publish content based on each of the 9 specific wants
4. Consider what product/service you could offer based on these wants
5. Get my help at JoshSpector.com/Clients



Any Questions?