

# Want v Need | Create Content That Creates Clients

For each type of matter or service you offer in your role or as a team, do the following exercise as a starting point for unpacking how to create effective content to enhance your connection with prospective clients through your website, social media platforms and other external mediums. Print this page for each matter or service that you want to draw focus to and attract more ideal clients to.

**Matter/ Service In Focus**

**Ideal Clients** Write the names of the clients you think of when you imagine the ideal client for this type of matter/issue/service.

**Stories, Anecdotes and Examples** In the space below, unpack what you understand their perception was of working with you, by reflecting on what it looked, sounded and felt like for the client, at different stages of the process.

Ideal Client	👁️ Looked Like <i>What did you observe about how your ideal client reacted at points in the process?</i>	👂 Sounded Like <i>What did your ideal client say that reflects they valued what you assisted them with? Add phrases you recall them using.</i>	👋 Felt Like <i>What do you perceive the client felt at different points in the process?</i>

Use these notes as the framework of creating believable evidence to support your position that you are just as good, if not better than anyone else in the market. Briefly explain the problem/issue/matter, the experience they went through and the outcome, exploring what you observed and heard and the impact it had on them. It doesn't all have to be good news the whole way through, share the bumps in the road that were part of the process that were part of the journey to a positive outcome. Share these real life stories in the relevant sections of your website and on social media. Enjoy the process!