



The  
Conversation  
Store

NARROWING FOCUS:

# How To Increase Your Conversions

Your guide to a targeted approach for your  
podcast series.

 LIVE





# What this guide will cover and outcomes

## ● Answering the Question: Who Are We Actually Trying to Do Business With?

- Understanding the importance of a targeted approach.
- Going back to basics to streamline your current (as well as future) marketing efforts

## ● Identifying and Addressing Pain Points

- Common challenges faced during recording
- Solutions and strategies to overcome these issues

## ● The “I Help X Do Y” Framework: A Step-by-Step Guide

- Focusing on who you help and with what
- Creating a targeted marketing strategy using the “I help X do Y” sentence structure

## ● Identifying Gaps, Problems and Solutions

- Understanding common problems faced by your target audience
- How to use guest interviews to identify and address these gaps
- Recognising and solving pain points for your audience
- How to offer tailored solutions and strategies post-interview

## ● Contact Information for Further Assistance

- Ways to reach out for more help

## Goals and Outcomes

By the end of this guide, you will be able to:

- Identify and understand who you are trying to reach with your podcast
- Use the “I help X do Y” framework to define your podcast’s purpose and goals
- Understand the specific needs and challenges of your target audience
- Learn how to offer solutions to the problems identified during your episodes



# Common issues we hear from new hosts

## PROBLEM 1

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‘I’m not 100% sure of what my target audience are facing.’

## PROBLEM 3

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“I’m not sure the best way to narrow down my service or product.”

## PROBLEM 2

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‘When I try to sell my services, my leads often go cold.’

## PROBLEM 4

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“It doesn’t always feel clear what gaps I can fill for different people.”

# Step-by-Step Guide to Narrowing Your Focus

# Step-by-Step Guide to Narrowing Your Focus



## 1

### “I help X do Y”

#### *Reflection:*

- Focus on figuring out who you help and what with
- Build a list of 10 different things with the sentence ‘I help X do Y’ with your current marketing strategy e.g. ‘I help businesses reach 5 million in revenue.’

#### *Action:*

- 80% of our results come from 20% of people, so with this list now who are your best customers. See if you could fit them into categories i.e. easiest to sell to, easiest to deliver, and so on.

#### *Creation:*

- Once this figured out, you can create niche and it’ll help you understand how to start building and figuring out how to sell to these people in a much stronger way.



# 2

## Finding the Gap

- **Dissatisfaction** - Understand what problems your guests are facing. What are they going through on a day-to-day basis that leaves a gap in their business? This could be financially, team-related, supply chain issues related. This is a lot easier to figure out by having already established your 'I Help X do Y' and narrowing that target audience.

*TIP:* The most important thing is to pinpoint what the gap is from where they currently are to where they want to be, so then you can step in to help!

- **Spotting** - Once you know what the potential gaps are with your target audience, this will make it a lot easier to spot through your guests answers via your podcast series. We suggest any gaps you notice during target audience research or specific guest conversations, note down very clear suggestions on how you could help. This way, when you speak to them after your interview, you can show how you and your business solves the pain point or issue mentioned by your guest.
- **Building** - Once potential gaps are figured out, take the time to build educational content around filling these gaps with solutions across your social media channels and website via articles, reels, and social graphics.



For more tips on how to do this, see our *Creating Your Online Presence as a Thought Leader* course!



# 3

## Problems and Solutions

*The purpose of narrowing focus is to understand what you sell to help solve problems for your target audience i.e. podcast guests. Don't worry, you don't have to go and rethink your whole system or business! It's all about learning how to spot the pain points mentioned in your episodes and having to hand the best solutions you think will fit their needs.*

- **After Interview:** At your coffee/lunch/virtual meet up, see what offer you think will be the most beneficial to them. Is it a 20-minute strategy or problem-solving session? Is it a downloadable guide or app that you have? Whatever works!
- **Language:** When it comes to bringing up any further call to actions, we find using the sentence 'Would it be a terrible idea to...' works really well for conversions! You can also offer this session for free so it's a no-risk proposition for them.

- If they still have doubt, you can put a more aggressive offer on the table i.e 'If you feel like the 20-minute session was a waste of your time, I'll send you \$500 as a sorry.' You want them to feel like they have nothing to lose, but all to gain! This is also where it's important to ensure you've narrowed down your 'I help X to do Y', so you know that in this session you can definitely help them and nail that strategy call.
- **Solution Prep:** Spend 10-15 minutes noting down all the different solutions your business and yourself offers currently in as much depth as possible per solution, and keep this list to hand to add on any gaps that you weren't aware of that will be mentioned across episodes
- TIP - as you start to build out a portfolio of pain points and gaps you've solved, be sure to add them as future case studies that you can add to your service and send out to other people who have the same relevant problem!



# Questions? Clarifications?

We'd love to help!

**If you need further assistance, feel free to reach out:**

Email:

Website: [www.theconversationstore.com](http://www.theconversationstore.com)

Social Media: [@theconversationstore](https://www.instagram.com/theconversationstore)