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THE FIVE THINGS
PEOPLE WILL
PAY FOR

One of the biggest mistakes a business owner can make is not knowing who their clients are — or choosing a niche that isn't actually needed.

Think about those late night infomercials for ridiculous products no one needs...

(I mean, really, how many people need a \$50 contraption to help them flip eggs?)

So, how do you figure out who your ideal client is?

A lot of people tell you to start with your interests and pick your niche (a sort of “if you build it they will come” scenario) – but my approach is different.

While I think there is some validity to this method, there are issues too.

First, the kinds of people you want to work with are not necessarily the ones that will make your best clients.

Second, the thing you are interested in may not be something people are willing to pay for (sorry, but it's true).

I recommend looking at what people will pay for, and finding a unique way you can fill that need with your talents (and something you are interested in).

In my mind, finding your clients/niche offering is an evolution rather than something you come to and stick with forever.

So, how do you begin the process on the right track?

First, let's talk about the things people are willing to spend money on.

People are only willing to pay to solve problems that wake them in the middle of the night with their minds obsessing, their pulse racing and their skin sweating. There are five deep-seated issues that keep your potential clients up at night:

1. Money
2. Health
3. Relationships
4. Time
5. Identity

Let's examine each area and the thoughts running through the minds of those affected by these fears.

Do I have enough of it?

What do I do with it?

Option 1

I'm sure you have heard the saying, "It takes money to make money." And this rings true for many.

People are willing to spend money on things that will allow them to increase their bottom line.

- Does your business help people earn more money?
- Do you help them save their money?

If so – you're golden! Share it!

Money is not the answer to all things, but having it allows for so many more options.

Helping people make their bank account numbers increase is one of the easiest to sell niches.

Option 2

There's an alternate side of the 'money' niche that also causes huge concerns for those who have it... the "what should I do with my money" challenge.

Once people have money, it is common to have concerns about what to do with it, and a fear that they will either mismanage or make unrecoverable mistakes with their money.

Does your business help people feel secure about their financial plans?

- Do you provide a solution that makes money management or investment simple to understand?
- Can your business help people donate their money in a way that can help them feel good without having to look at the numbers all the time?

If your business offers a product or service that can help people solve their money problems – that's great! You likely are offering something that people are willing to pay for.

Extra Credit

Here is a tip to help you close a sale. Answer these questions for potential clients before they have to ask:

- What results do you produce for your clients?
- What do these results help your clients achieve?
- How can you articulate this in a way that will make them choose you?

Will I ever get to live life?

Am I being left behind?

In general, the fear in relation to health presents itself differently by age and gender.

MEN

Even if they try to avoid it, men are attached to being a provider.

Men of about 50 start worrying about what will happen to their family if they perish. Their vitality is married to their identities as providers.

For them the idea of having a heart attack, being diagnosed with diabetes, having a stroke or any of the things that come with being older makes them worry that they are going to let down their family and leave them in dire straits.

WOMEN

Women at this age worry about family too.

If she's the breadwinner she'll have feelings similar to the above, but not as strong or culturally ingrained.

However, she is likely more worried about being old before her time.

She will be concerned about questions like, "Will I be in pain and hurt forever? What am I going to miss out on?"

YOUNG PEOPLE

They tend to avoid the issue completely ("I'm invincible!"), until something happens to them to prove them wrong.

They are completely shocked and breakdown when they get seriously sick for more than a week.

People under 50 who have a health issue are totally devastated and angry and want someone to fix them immediately. They are quick to ask, "Am I ever going to get better?"

Does your program, product, or offering impact directly someone's physical well-being or address the fear of being incapacitated in some way?

If so, there are many folk who will pay for your services! YAY!!

Extra Credit

Think about how you can apply this in your business. Answer these questions and consider segmenting by age or gender:

- What are your clients able to achieve after doing business with you (that they couldn't have done otherwise)?
- How can you present that information in your marketing materials to help your potential clients find you?

*Is this it?
Will I be alone forever?
Am I lovable?
Can/will I satisfy my partner?*

Oh, relationships.

They can be great – until they aren't.

You know what I mean.

Regardless if your relationships are the things your dreams are made of – or your nightmares – they tend to keep you up at night. Don't they?

Think about early on in a romantic relationship.

Thoughts of that special person consume every fiber of your being.

It is hard to think of anything else. You worry about doing or saying the wrong thing, and it can be all-consuming.

And what about when relationships go south?

Then they seem to take even more time.

Stressful nights dreading conversations left open-ended.

Or the things you didn't say.

Or the things you know you have to say, but can't.

Our lives are full of relationships, and pretty much all of them are complicated.

Which is why relationships are something people will spend money on.

When it comes to relationship fears, not everyone reacts similarly.

And, no matter how much we hate it, the priority level of relationships (and the things that keep people up at night) tends to segment by gender.

It's in our DNA. (Yes, I'm generalizing, and while this is not 100% true, it trends this way.)

EVERYONE

Anyone who is unhappy with their romantic relationship is usually upset about either...

1. **Never finding a significant other.** These people are afraid of being alone forever. When looking for a partner, they obsess over “Am I worthwhile? Am I even loveable?” They will focus on not measuring up, and say things like, “Clearly no one will love me because I’m too...” or “What’s wrong with me?”
2. **Their current significant other.** This person will ask themselves questions like, “Am I going to be with this a-hole for the rest of my life?”, “What am I going to do?”, or “How do I get out of this?”
3. **The kids,** and what will happen to them if they leave the relationship. Some people will tell you that this is their biggest concern, but it may not be. It may simply be easier to express fear for their kids instead of owning up to their personal despair.

GENDER DIFFERENCES

Men typically compartmentalize better than most women, but don’t be fooled! They have the same fears around relationships.

While men will end a relationship much faster if it’s not working out at the beginning, once they have committed, they will put up with unhappiness for a much longer time than most women.

In fact, only 30% of divorces are initiated by men.

Men are more likely to turn to distract themselves with work, hobbies and toys to keep the prospect of breaking up a long term, committed relationship at bay.

They are inclined to put on their male bravado and pretend like they don’t care, but they long for their soulmate and partner as much as women do.

Women, on the other hand, will acknowledge being unhappy will consciously make sure they’ve explored every possibility of reconciliation before pulling the plug. But pull the plug they will.

SEX AND RELATIONSHIPS

Sex is such a huge factor in relationships.

For many couples, it’s great, YAY!

But sometimes sexual relations can cause negative reactions (fear of not being good enough, memories of bad past experiences – including body image issues, harassment, abuse, and so much more).

Underneath everything, all any of us wants is deep emotional and physical intimacy.

Unfortunately, there are many factors that can stop couples from having that intimacy.

One possibility might be negative thoughts and judgements about their bodies.

It is amazing to me how much I read about people who are afraid to get naked with their partners...or afraid about the way they look when having sex.

These body image issues impact both men and women (size, shape, jiggle, tone, etc.)

You may think that helping people fix these areas would be a “health” issue...but I disagree.

I believe body image is about connection, sex, and self-image (identity) than from worry about health.

Sure, people say they are thinking of their health, but at the core it is deeper.

Honestly, if there are any health coaches reading this...I strongly recommend you try and approach some body image issues from the perspective of relationship and identity.

I’m willing to bet you will find it easier to sell your product this way.

Other fears that might keep people longing for sex, intimacy and connection is the need to be vulnerable and let themselves be seen, or not measuring up in the performance arena, or having past trauma.

If you offer dating support, marriage coaching or are a sexpert, the solution you are selling is connection and love. That’s sells!

Extra Credit

While I focused on romantic relationships here, remember that relationships come in many forms – friends, family, co-workers... and people need help in all of them.

- How is your business helping people get results in their relationships?
- Is your business doing anything that could damage a relationship? If so, that could be a huge barrier to entry for your potential clients.

*Is there enough time to live the life I want?
Do I have the time to make enough to retire?*

Time is such a funny little animal.

You never know how it will show up for you, or when.

Sure, we have all wished there was more time in the day – usually to get more work done.

But as we get older, we regret the time we spent on those mundane tasks and fear the fleeting moments we have left won't be enough to make up for time lost with those we love.

Like the concept of money, everyone has concerns about time. It's part of being human.

But, time doesn't behave like the other four categories.

What makes time different?

Time doesn't stand alone.

Time is a huge concept, and something we can all relate to and understand, but it isn't usually the leading lady of our fears.

She could definitely be nominated for best supporting actress every year though!

The fears of our lives would not be the same without the extra layer of time.

Time adds another dimension to a problem or concern that can quickly make it seem more challenging.

For example, the addition of time makes people ask things like:

- Do I have enough time to make the money I'll need to retire?
- Do I have enough time to create the relationships I need to have the life I want?
- Do I have enough time to live the life I've dreamed of?

When time is added to these fears they become more real.

They have an expiration date...they develop a sense of urgency.

And urgency increases the need for help and makes selling easier.

Time sneaks up on you.

Nothing is scarier than finding out you don't have as much time as you thought you did to accomplish the things you wanted to.

It is a concept many ignore (or think of fleetingly) for as long as they can, until they realize they can't be an ostrich anymore.

There is a lot of fear associated with pulling one's head out of the sand to stare time in the face.

People will always be looking for ways to create more time – whether it is being more efficient at work so they can get more done, or gaining a few extra minutes to spend at home, or adding days to their lives as they get older.

And, even though time often aligns itself with other categories, it doesn't have to.

People will always seek out, and pay for, time-oriented solutions to their problems.

Extra Credit

Does your business address the fears found in money, health or relationships? If so, how can you add the layer of time to make a more compelling offer? If you can give a simple explanation that speaks to time, you can be the solution (even if the root fear is tied to another category).

- How is your business helping people gain more time?
- Do you have a simple statement that helps people self-select you? I challenge you to say it in ten words or less.

*Am I good enough?
Do I belong or fit in?*

This is a category that is easy enough to understand, but it isn't something that everyone can relate to.

Unlike the first four categories, which impact everyone in some way at some point in their lives...identity simply isn't an issue for some people.

But don't let that sway you from providing products or services to meet this area.

While it doesn't mean much to the people that don't have issues in this area, it is really intense for those that have it.

This is an entire category of people who can easily be left underserved by business owners that don't understand the struggle.

So, what is the main question people in this category ask themselves?

The specifics vary, but it is all about whether or not you are living up to who you think you are or should be.

At the core is the burning question, "Who am I?"

Moms may ask if they are good enough or if they are messing up the kids.

When someone goes through a divorce or bad breakup, they may struggle when trying to adjust to their new life.

Gender and sexual identity are likely concepts you are familiar with.

Professional athletes struggle with this a lot when they stop playing.

Extra Credit

Often, fears start after a major change. (We all know how much people love change.) In a big change, people start to worry. When people worry, they ask questions...can you be the answer?

- How can you help someone find confidence?
- Can you help your clients realize their identity and worth?
- What can you do to help people articulate this for themselves and others?

Even though the categories vary—and your business may only address one or two—they can each be addressed in the same way.

How?

Acknowledge the pain and speak directly to what they want more than anything.

Remember, you need to address the issue in the language people speak to themselves with.

You may be tempted to sugarcoat it, but resist that urge.

If you can use the words that align with what they're feeling and thinking, they will be more likely to remember you.

Why?

Because when that person wakes up panicked about one of these five things, your super logical words aren't the ones they are thinking of.

They are thinking, "What am I going to do?", "I'm never going to fit in", "I'm going to lose my house, my business, my _____!", etc.

Offer them what they want, then give them what they need.

As service providers, most of the time we know the solution to what ails a potential client is something other than what they are sure they need.

It's also super important to offer a solution in a way that addresses what they think (know) they need.

Not what *you* know they need.

Marketing is all about self-selection.

You don't choose your clients, they choose you.

And they will only choose you if they recognize themselves in your language and message.

Hopefully, your business already offers a product or service that people are willing to spend money on.

If not, is there a shift you can make in your offering to move into one of the five categories)?

Note: I am not encouraging you to use this to manipulate potential clients. If you don't offer the service they need, don't try to pretend like you do. This advice is to help you present yourself and your business in a way that will help ensure your authentic message resonates with the clients that need and want your services.

In order to be successful, it is important that your business provides a service people are willing to pay for.

Yes, I know this sounds painfully obvious, but a lot of people don't approach their businesses in this way.

So, now that you know the categories in which people will spend money, it's time to ask yourself some questions.

There are a ton of questions you can (and should) ask in this vein, but here are a few to get you started:

- What is the problem you are solving?
- Is what I do the solution to any one of the above areas?
- And if so, what exactly are people saying to themselves when they can't sleep?
- Do the results that I produce coincide with what they want in their heart of hearts?
- What are those specific results and how do they address the above categories?

If you have trouble answering these questions and would like some support, I can help.

I have a limited number of spots remaining in my Breakthrough to Freedom sessions, which were created to help you figure out how to design your business in a way that supports your life and allows you to step into your wild success.

If you are ready to remove the albatross called your business from around your neck and achieve your crazy, can't-even-bring-myself-to-think-them, never-gonna-happen goals...let me know. I would love to create a strategic plan to help you get there.

Until then... stay connected!

Dana