

HOW TO CREATE CONTENT THAT GETS SHARED, SAVED, & SELLS

Learn the art & science behind the various types of
learners and buyers to truly reach your audience



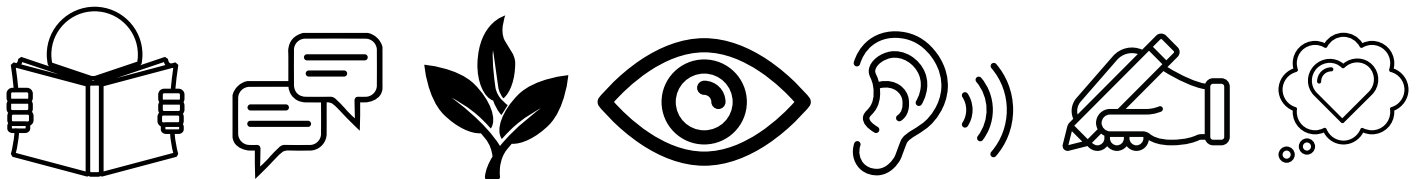
OUR LEARNING STYLES

Most of us have learned about the

- visual
- auditory
- kinesthetic

learners, but there are actually many more types of learning styles.

By knowing HOW your audience learns, you can powerfully create content that will *really* get them feeling seen, heard, & understood.



Note: as you digest this information, you may notice that YOU are a blend of learning styles

And YES, you are! We all learn in a variety of ways and *how* we learn one topic, may not be how we prefer to learn another topic.

So, as a creator & coach...

It's YOUR responsibility to switch up how you create content, deliver messages, or put together coursework for clients!

10 TYPES OF LEARNERS (PT 1)

VISUAL

Diagrams, charts, slideshows...

Best content: Canva graphics

AUDITORY

Listening, music, sound...

Best content: Audioclips, music, podcast

KINESTHETIC

Tactile, doing, hands on...

Best content: Interactive workshop, live

READING

Text heavy, books, blogs, articles...

Best content: copy, emails, blogs

WRITING

Note taking, worksheets...

Best content: notebook, journal prompt

10 TYPES OF LEARNERS (PT 2)

VERBAL

Discussion, calls...

Best content: Roleplay, breakout rooms

LOGICAL

Pattern, research, math...

Best content: Charts, spreadsheets, data

SOCIAL

Group, feedback, conversation...

Best content: Mastermind, events

SOLITARY

Independent...

Best content: Solo reflection, own timeline

NATURE

Outdoor...

Best content: Adventure, exploration

OUR BUYING STYLES

Just as we learn in different ways, we all buy in a variety of ways as well!

And similarly to how we may default to one learning style... we may also default to one buying style.

Something else to keep in mind is that when we:

- want something
- need something
- see the value in something

We may take a *different* approach to buying it than if we didn't really care about it, or weren't emotionally invested in it at all.









As you spend time, energy, and effort on selling...

Make sure you're taking into consideration ALL the different types of buying patterns.

Meet your prospects where they're at and find compassion for them in their buying journey!

6 TYPES OF BUYERS

	THEY NEED, FEEL, & WANT:	YOU NEED TO GIVE THEM:
 <p>SKEPTICAL STEVE</p>	critical thinker, doesn't trust easily, lots of questions, needs detail	patience, help overcome objections, build trust, show proof
 <p>ANALYTICAL ALLY</p>	specific goal in mind, research, planning, reviews, pro/con	slow to make decisions, needs time, desires lots of details
 <p>VALUE VIC</p>	loves to negotiate, needs to see entire picture, facts, logic, proof	share testimonials, master messaging from "a" to "b"
 <p>EMOTIONAL ELISE</p>	on a whim, based on feeling, impulse, doesn't need detail	buys on spot, build relationship (DM), create vibe, hold the vision
 <p>FINANCIAL FRED</p>	purchase price, comparing for best deal, ROI	discounts, incentives, bonus add ons
 <p>NEEDS NANCY</p>	results drive, need vs desire, takes all previous trials into consideration	pain point focused, paint the picture if they don't buy

**FORGET ABOUT GOING VIRAL.
GO GIVE VALUE.**

**STOP TRYING TO BE POPULAR.
START CREATING ON PURPOSE.**

**IT'S NOT ABOUT GETTING.
IT'S ABOUT GIVING.**

**DON'T WORRY ABOUT SELLING.
WORRY ABOUT SERVING.**

**DON'T FORGET TO TUNE IN DAILY
& WEEKLY TO ALL THE FREE
CONTENT WE'RE PUTTING OUT.**

Click icons to access!



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