

# optimize-episode14

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## SUMMARY KEYWORDS

product, content, objections, diagnostic, sell, problem, talk, relates, highlighting, centered, brainer, solve, thought, digital, create, chapters, solution, ebook, crushing, derived

Hi, I'm Karin Kilby Clark, the co founder of mixed media pros, which is a digital marketing agency, where we help entrepreneurs grow their income and their impact with scalable digital offers.

I'm also a Membervault Certified Partner, and I'm going to be talking to you in this audio about how product-centered content can help you sell more and optimize your MemberVault product. And when I say product throughout this recording, just know that that applies to digital product. If you're a coach or consultant and you're selling a service, can't you know that this kind of included so when I say product, I digital product service program if you're selling any sort of like coaching programs, or anything like that. So when I say product, I'm kind of including all of that in that one word.

So before I get into how product-centered content can help you sell more, I thought it'd be good to just start with what is product-centered content. And product center content is content that is derived from your product, it's a little bit in the word, they're like product centered. And so it just means that the content that you create, to sell your product is derived from your product, it always directly relates back to your product.

And an example would be let's say you have an ebook, and you're selling an ebook and your MemberVault outside, and the E book has 12 chapters, then you will be able to create content that directly relates back to someone purchasing your ebook that relates to those 12 chapters. So you could have 12, different content themes. And those you know, each of those content themes you could talk about on a blog post and your social media posts and YouTube video or whatever it might be. And it always directly relates back to the product like if you know, chapter one is about XYZ, then you can kind of talk a little bit about that topic, and then be like to learn more,

go buy my ebook and get the full scope. So that's what I mean when I say products centered content.

And the two ways that were the two types of content that you want to create are diagnostic, and objection crushing. And I'll start with explaining what diagnostic content would be. And so when I say diagnostic, I mean content that helps them realize that they need your product, basically content that lets them self select, raise their hand and be like, that's me, I have that problem. And if you think of like, you know, diagnosis is like kind of a medical term, right? It's like, Oh, you know, you go to the doctor to figure out what's wrong with you. And then they prescribe something, right.

And so, when you're thinking about diagnostic content for your product, you want to look at what your product is, what it does, who it serves, how it helps them, and you want to pull out, like, what is the problem that it's really solving. And you can think about the problem from, you know, different layers, you know, kind of that kind of like underlying annoyance, part of the problem, all the way up to the like, Oh my gosh, I need to solve this right now, because I'm experiencing x. And so just thinking about what are those different layers of the problem that your prospect is experiencing, and highlighting that right in your content. But always, as a relates back to your product.

So your product is always positioned as the solution. And it makes perfect sense. Because the content that you're creating that diagnostic content is derived from your product that always relates back to your product and always positions your product as the solution. And the way that that helps you sell more is because when you can understand someone's problem and when you can articulate the problem better than even they can sometimes then it almost makes like the sale a no brainer because it's like oh my goodness, I mean, if you can if you know the problem this well then I gotta try your solution. Like I know it's gonna work, right? It just gives a confidence and like a like a duh. Like your product is obviously going to help me so why would I not buy it? So you want to make sure you're using that diagnostic content that always relates back to the product.

And then for the second type of product center content would be objection crushing. And that's just content that helps them overcome their objections to investing in the product. And so you'll want to kind of do an exercise where you just kind of brain dump, like all of the objections, like, what are all the things that someone might say, that are like, I don't think that's the right time for me, or I don't think, you know, this is gonna solve it, like, what are all the objections that they might have. And then you want to create content that crushes those objections. And again, is

derived from your product always relates back to your product. And it always positioned your product as an obvious solution with, you know, the objections that they have being basically, you want to make sure that obviously, your product is solving, like overcoming those objections.

And you're just kind of highlighting that in the content, you know, in the things that you share on, you know, social media, or an email or however that you're selling, like, on the sales page, every everything, all the content, as it relates to your product, you want to make sure that you're highlighting the objections, which sometimes can feel a little uncomfortable, because it's like, oh, I don't want to, you know, point that out, they might not have even thought of that. And then now I'm going to give them an idea. And it's like, I understand that concern.

But in reality, the fact that you point it out, and then you're like, Look, this is how my product is going to help you, even if, you know, and that's where you might see sometimes people use that kind of, 'even if' language and an example, like I have a productivity course. And you know, it's geared towards busy women entrepreneurs. And so, and I'm a mom of three, and I have my grandson who lives here, so life is always hectic. And so, you know, some of the content that I share, you know, to lead people to that product, you know, some of my 'even if' like, you know, even if you're a busy mom, with a house full and blah, blah, blah, you know, like, so you kind of can you highlight that objection, you don't want to hide from it, because it might be something that's in the back of their mind anyway, and showing that you're like, not afraid to just talk about it head on, and that you're like, and, and you can do it even though like even if it just gives, again, it's another level of confidence for your potential buyer to be like, Okay, let me I mean, she obviously she or he, you know, they know their stuff. And so let me check this out, because it's gonna solve my problem. And I mean, my problems are solved, and it sounds like you know, they're the one.

So you always want to be creating content that is product centered. And that is diagnostic or object objection crushing. And that always, always, always leads directly back to your product always relates directly back to your product, and always positions your product as just the obvious next step. Like it's, it's just a no brainer.

And so make sure that, you know, you check out my training and the Action Lab, where I go a little more deeper into, you know, what product-centered content is and also like how you can actually implement this in your business and to optimize your MemberVault product, so that you can sell more by using this product-centered content approach.

