

My Customer's Problems

It's important to keep in mind the problems your customers or clients face which you can solve

When you identify with your customer's problems, they will recognise that as a brand you really understand them. They may have an obvious problem or they may have ones which they didn't realise they had until you talked about them in your content. If they feel you 'get' them, it will be the start of your relationship with them.

List the problems which your customer has right now which you can help solve