Problem/Solution Exercise:

1. What is the big problem your client has?
2. What is the big thing they want?
3. What are three big solutions to get from the problem to what they want?

Or….

1. What are three big problems keeping them from the thing they want?
2. What are five mini solutions?
3. What resources do I have that teach or accelerate this solution?

Example: Sleep

Problem they have: Can’t fall asleep or stay asleep.

Big thing they want: Restful night’s sleep

Three solutions:

1. Mindfulness techniques
   1. Meditation/prayer
   2. Journaling
   3. Tapping
   4. Turn off media
   5. Gratitude
2. Bedtime Rituals
   1. Calming tea
   2. Cold shower
   3. Reading time
   4. Apply oils on body
   5. To do list for tomorrow
3. Natural Solutions
   1. Essential oils
   2. Supplements
   3. Ningxia
   4. Fill up diffuser

Resources I have: sleep e-book, Rest & Renew Guide, Zyto Scan

Problem/Solution Exercise:

1. What is the big problem your client has?
2. What is the big thing they want?
3. What are three big solutions to get from the problem to what they want?

Or….

1. What are three big problems keeping them from the thing they want?
2. What are five mini solutions?
3. What resources do I have that teach or accelerate this solution?

Your Turn:

Problem they have:

Big thing they want:

Three solutions:



Resources I have:

NEXT STEPS:

1. Join the Next Level Coaching with Pivot2Boss Facebook page:
   1. [www.facebook.com/groups/p2bnextlevelcoaching](http://www.facebook.com/groups/p2bnextlevelcoaching)
2. Homework Assignment:
   1. Write your 30 second elevator pitch
   2. Complete the Problem/Solution Exercise
3. Turn in your assignment and I will provide feedback
   1. Look for the Homework Assignment post and share your 30 Second elevator pitch in the comments.
   2. Email your Problem/Solution Exercise to: [kim@pivot2boss.com](mailto:kim@pivot2boss.com)
4. Be sure to register for the workshop: [www.pivot2boss.com/workshop](http://www.pivot2boss.com/workshop) then Keep an eye on your email – I will be sending you the replay and resources for today’s workshop
5. Do you know someone who needs this workshop? Send them the registration link and ask them to join us.
6. See you back here tomorrow at 12pm EST!

Content Creation Strategy:

Step 1: Create one Power Content video – 2-3 minutes long teaching all about sleep and touching on the three big solutions: Mindfulness, Rituals, and Natural solutions.

Example:

Hi friends, do you have a hard time falling asleep or staying asleep? With so much stress and busyness in our lives it’s sometimes hard to wind down when it’s time to sleep. I used to struggle with getting a restful night’s sleep until I started working on my sleep hygiene. Watch this 3 minute video where I share my simple and natural ways to fall asleep.

Step 2: Create 3 Value Posts giving away your resources

1. Sleep e-book
2. Rest & Renew Guide
3. Zyto Scan

Step 3: Create 5-15 mini posts or reels (60-90 seconds) teaching about each of the solutions

1. Use this short meditation exercise for sleep
2. Three essential oils that help you sleep
3. How taking a cold shower before bed prepares your body for sleep.
4. Tap along with me to help you fall asleep
5. My must have supplements that promote a deep night’s sleep

Step 4: Share Case studies, testimonials, or personal stories that demonstrate that your solutions work – these work great in your Stories Feed

1. My bedtime ritual
2. Carol’s story about Deep Night Essence

Step 5: Post shareable content like memes, quotes, or recipes that are engaging.