

Client is *problem-aware*

****Red Outlined Circles Indicate Best Entry Points for Offering Strategy**



Unaware of Root Cause

Client: "Our sales team is having difficulty taking leads from initial conversations to proposals. Too many prospects aren't moving forward, and we don't know why!"

Freelancer: "I have an idea. Let's get together with several of your more insightful sales reps for a formal, structured brainstorming session and figure out potential causes and culprits. Then, we'll explore potential solutions. What do you think?"

Possible strategy flavors:

Brainstorming
Ideation
Problem-Solving

Unaware / Unsure of Proper Intervention

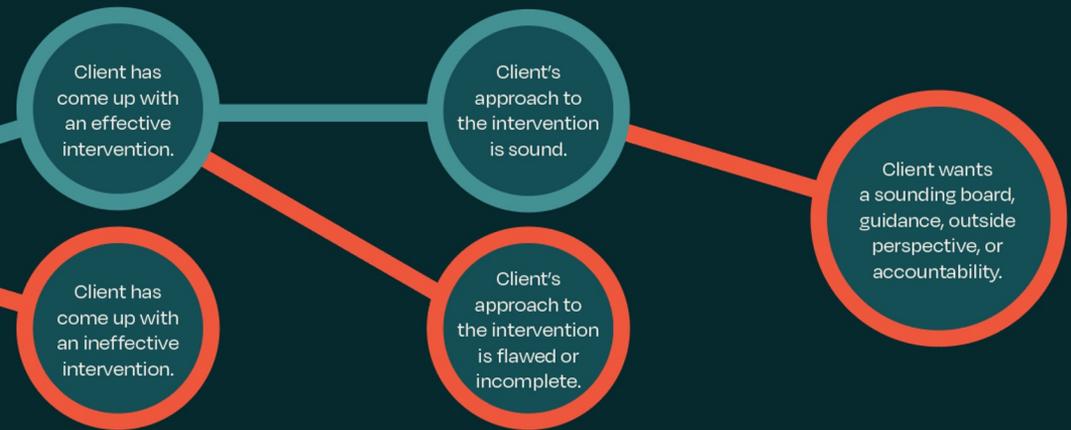
Client: "Our sales team is having difficulty taking leads from initial conversations to proposals, and we know why. Decision-makers in our market have been conditioned to take a narrow view of the root problem and thus viable solutions to it. Our different approach and solution are very effective. However, because they fall outside that narrow view, our prospects struggle to see them and choose competitors over us."

Freelancer: "What if we start by cataloging all the objections your sales team hears? Then, we can explore different ways to overcome those objections. I have a specific workshop for this very purpose. Any interest?"

Possible strategy flavors:

Brainstorming / Ideation / Problem-Solving
Paid Discovery / Project Roadmapping
Content / Copy Strategy
Marketing / Growth Strategy
Product Strategy
High-Level Business Strategy

Client is *problem- and solution-aware*



Effective Intervention

Client: "We need to expand our prospects' narrow view and reframe how they think about the problem. A white paper will help us do this earlier in the buying process."

Freelancer: "I agree. What approach to the white paper do you have in mind?"

Ineffective Intervention

Client: "We need to launch a new blog with articles that show how great our product is"

Freelancer: "Tell me more about your thought process. How did you all decide that blog posts would help you close more deals? Did you consider any other approaches, like a white paper?"

Possible strategy flavors:

Brainstorming / Ideation / Problem-Solving
Paid Discovery / Project Roadmapping
Content / Copy Strategy
Marketing / Growth Strategy
Product Strategy
High-Level Business Strategy

Sound Intervention + Sound Approach

Client: "Our white paper needs to build an objective business case for why our approach and product features and benefits are the best. It won't be a sales pitch. It will present the best solution in a matter-of-fact way."

Freelancer: "That all makes sense to me. Do you see any potential obstacles here?"

Sound Intervention + Flawed Approach

Client: "This white paper needs to showcase all the great features and benefits of our product. We need a really solid pitch."

Freelancer: "Oh, interesting. Are you open to another perspective? Based on my past experience with white papers, I believe a different approach could be more effective."

Possible strategy flavors:

Brainstorming / Ideation / Problem-Solving
Paid Discovery / Project Roadmapping
Content / Copy Strategy
Marketing / Growth Strategy
Product Strategy
High-Level Business Strategy

Outside Perspective / Guidance

Client: "Yes. We know what we need to do to create the best piece possible, but we also have many cooks in the kitchen. We could use a sounding board and outside perspective as we move through the process of creating it. We'd love your help with that."

Freelancer: "I'd be glad to help and recommend that we start with my Effective White Papers engagement. That way, we create a winning outline and get consensus around that before diving straight into writing."

Possible strategy flavors:

Brainstorming / Ideation
Advisory / Consulting
Project Chiefting / Shepherding
Social, Blogging, Thought Leadership Strategy
Brand Strategy
Web / Funnel / Email Strategy
Launch / Go-to Market Strategy

