

WEEKLY THEME – PRICING (your message and building trust)

How to write content to get more pet owners to book a session/walk with you



One simple way to remember how to create content to get more clients is called PISEA.

This stands for:

PAIN
IMPLICATION
SOLUTION
EMOTIONS
ACTIONS

This works well in videos, written content and even if you are doing a presentation.

PAIN: can you identify with your client's pain (or need, loss, concern, worry, how their pet's behaviour is affecting them physically or mentally).

Identifying their problems shows you understand what they are going through.

Example - sleepless nights, walks are no longer enjoyable

IMPLICATION: what happens if they don't solve the problem. Consequences, risks, loss, short term, or long term. What happens if... (fill in the blank). Remember Robin's example: heaven if you do get that puppy trainer/dog walker/ or heaven if you book that dog grooming session, hell if you don't

Example - if you don't get a dog walker think of the poor sofa!

SOLUTION: what are the BENEFITS of your solution. Don't focus on features, focus on the end goal for the client and how it will help them.

Example - confident dog, being able to invite friends around again!

EMOTIONS: How will they feel, or emote, when you have provided the service or product? Joy? Relief? Happiness. How can you write about this in your content?

Example: enjoyable walks, happy dog.

ACTION: what would you like them to do next? Is it clear? Does it flow? Is it inviting or a bit spammy and a blatant pitch to buy?

Action follows you've taken the client on a journey. Don't be too quick to sell, nurture your clients, give opportunities and mini tasters.

*** PISEA doesn't always have to be in the same order as above ***