Thank you for choosing my services! I strive to create persuasive, compelling content that perfectly fits my customers’ needs. Please take your time to answer all the questions below, so that I can create a copy piece that fits your brand!

* Who is your target audience? Do you have a buyer persona?

*Highly qualified and ambitious women in their early 30s. They have a university degree and a “good” job and they want to make a great career. They live either in Switzerland or Dubai and come from a variety of countries around the globe. Today they are a team leader or they aim to get their first leader position.*

* Did you identify the main pain points of your audience?

*Despite their great qualifications they are not seen and fully recognized for their competencies. Some of them are even thinking about adding a second university degree as they believe that this could help. However, what they are truly struggling with is being authentic, bold and stand up for themselves. They also find it difficult to position themselves as a leader and to find the right balance between being “too femine = too emotional” and too bossy if they are a bit tougher.*

* What kind of product/service are you promoting?

*I promote group training and individual coaching in the area of leadership and communication always related to personal development. This includes for now 3 free live sessions (1 hour) and 3 one-day trainings (paid). My trainings are always focusing on working from the inside out. I help them achieve exactly the mindset shift they need to position themselves as a leader. Please see a more concrete outline of each of these 3 trainings on the two last pages of this document.*

* Do you already have a website, a sales page, or a social media page I can take a look at to review the tone you use in marketing? Please copy-paste the link below!

*Not sure, if the tone there is right, though* 😊

<https://ulrikeseminati.com>

<https://www.linkedin.com/in/empowering-female-leaders/>

<https://www.youtube.com/channel/UCgkMxpU0X-WlymShjy1dbPw>

* Which problems does your product/service fix for your audience, and how?
* *Their problem of positioning themselves*
* *Getting the visibility, the strategy and the mindset they need to grow their career*
* *Being listened to and respected*
* *Feeling strong and confident on the inside*

*I fix this by changing the* ***inner game*** *of communication and leadership. This means that I do not just teach them a bunch of new skills, I help them to identify inner patterns and obstacle that hinder them today to position themselves as they want to and I deliver keys and tools for them to apply to grow into their best self.* *I help them to make a true mindset shift, so that they will perceive themselves in a new light and others will do so consequently too.*

* How would you like your brand to be perceived by your customers? (If you’re a guru, or the face of your brand, please provide enough information about you, and what you want to be known for). Is there a personal journey you had to go through that you want the copy to communicate?

*Please look at my personal journey by scroling down to the bottom of* ***each*** *of the 3 areas of my website*

[*https://ulrikeseminati.com/empowering-female-leaders/*](https://ulrikeseminati.com/empowering-female-leaders/)

[*https://ulrikeseminati.com/individual-development/*](https://ulrikeseminati.com/individual-development/)

[*https://ulrikeseminati.com/companies/*](https://ulrikeseminati.com/companies/)

*There is an about me that is a bit different each time. Pick and chose what makes most sense in the eyes of my audience. I think some important key points about myself are:*

* *I am not just someone who became a coach out of nowhere, I have climbed the whole coporate ladder to the very top myself and I know how this works.*
* *I am a highly educated and amibitous women myself and struggled with exactly the same pain points throughout my whole corporate career.*
* Do you already have a sales funnel in place in which my content will be published? If yes, where exactly?

*Not yet, I am building it now on Clickfunnels.*

* Which values are beyond your brand, and which of them would you want your copy piece to communicate?

*The values are independence/freedom, growth and achievement. If they all shine through the copy this would be great!*

* What is your product/service USP (Unique Selling Proposition)? What makes it different from the competitors on the market?

*Normal leadership trainings work on building skills. I work on shifting the mindset to build a solid and sustainable ground for personal change AND for the relevant skills. I like to use the term* ***inner game****.*

* Which common objections does your target audience have in regards to your product/service?

*Just another training, just another coach. Spending one or two days and then just coming out with a bit of theory. I have already done these kind of things and it didn’t help. I know that I should do something about it but am afraid of what I could potentially discover inside myself. And – more unconsciously – if I do this I will be accountable for the outcome / for changing my life.*

* Is there a particular case study or interesting background story that would entice the readers to purchase? Something that can create a connection towards your brand?

*I don’t have a case study, but I have a podcast called “Empowering Female Leaders”* [*https://open.spotify.com/show/2Wem0bwaMFw2TDxwz2PPyg*](https://open.spotify.com/show/2Wem0bwaMFw2TDxwz2PPyg) *and will boost this one much more in the upcoming months. I do interviews there with women who “made it”. I recently had a few book authors as guests and will complete this with women who made a great career.*

* What are the main features of the product/service? And in what benefits do these translate into?

The following three elements build on each other: In one I deliver a glimpse to encourage them to go deeper which I do with product 2. Product 3 is then a full make-over of their profile as a leader (from the inside out)

1. **1-Day training “Give Wings to your career”:**

**Main features:**

Develop career trajectories

* concrete real life examples of career trajectories
* What you should consider be wary of \ potential pitfalls
* How to make sure that you are progressing in your career
* How move up the career ladder both horizontally and vertically

Demystifying recruitment/how to land a job

* What does a recruiter do (behind the scenes)
* What really happened when you thought you were really qualified but you were never invited to an interview?
* Is it true that resumes are important?
* How do recruiters find candidates and screen profiles (so you can find out how to maximize your chances of getting noticed)
* How do recruiters know if someone is the right fit if they only take a look at their profiles for a few seconds?

Making the necessary mindset shift

* Identifying and clearing of limiting beliefs about your competencies and career
* Increase the awareness and the belief in own potential
* How move up the career ladder both horizontally and vertically

**Benefits**:

* In-depth and behing the scenes knowledge about career development
* Clear career goal and path
* A personal strategy how to land your dream job
* A concrete action plan to implement straight away

1. **1-Day training “Becoming bullet-proof”:**

Main features

* Managing conflict
* Learning to say “no”
* How to be respected versus being liked
* Handling harrassment and bullying
* Becoming assertive

**Benefits:**

* Tangible and applicable techniques to stand up for yourself and to end the struggle
* Feeling strong no matter what
* Have the security that you can manage it all
* Mindset shift to create the necessary power from within