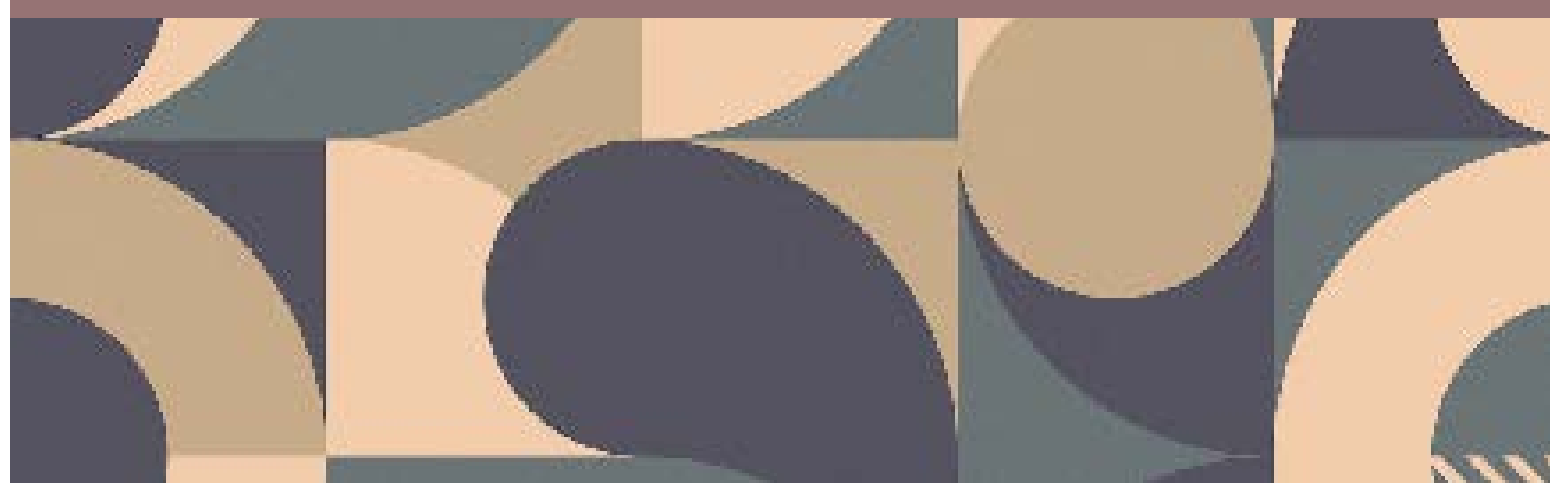


gorgeous24-7.com

BLUEPRINT

2. PROBLEM AWARENESS

Julia Hush





WELCOME

TO YOUR MARKETING STRATEGY WORKBOOK

This workbook is designed to help women business founders craft a powerful marketing strategy that drives results. Inside, you will find:

- **Guided Steps:** Clear, actionable instructions to help you understand and implement an effective marketing strategy.
- **Reflective Questions:** Prompts designed to help you think deeply about your audience, their needs, and how your brand connects with them.
- **Brainstorming Spaces:** Dedicated areas to capture your ideas, refine your strategies, and track your progress.
- **Practical Examples:** Real-world scenarios to illustrate how each step can be applied to your business.

Through these tools, you'll gain clarity on how to connect with your audience, build trust, and inspire action, setting the foundation for long-term success.



HI, I'M JULIA

Throughout my career, I've been fortunate to work alongside remarkable women—whom I affectionately call my “Gorgeous Girls.” This term reflects the confidence, brilliance, and authenticity they bring to every endeavor. Inspired by these experiences, I launched Gorgeous 24/7—a platform dedicated to helping women overcome the tech overwhelm of online business and empowering them to embrace their entrepreneurial potential with clarity and confidence.



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UNAWARENESS TO PROBLEM AWARE-

IMPORTANCE:

For women launching an online business, developing a clear strategy at the problem awareness stage is pivotal to connecting with potential clients and building a sustainable foundation. Many potential clients may not yet realize they have a problem, and it is your role to help them identify and articulate the challenges they face. This stage serves as a bridge between your audience's initial awareness as we discussed previously, and their readiness to seek solutions. By clearly defining the problem, you enable them to see the necessity of addressing it, fostering a deeper connection and trust with you.

ACTIONS:

1.Reflection:

Conduct Reflective Exercises: At this stage, it's crucial to guide your audience through exercises that encourage self-reflection and problem identification. Use tools like self-assessment worksheets, surveys, or workshop activities that help them uncover their problems. For instance, you could ask, "What specific fears or obstacles are keeping you from taking the first step toward your dream business?" or "Which areas of your life or business feel most out of balance right now?" These reflective exercises are invaluable for helping you and your audience clearly define the problems they face. This clarity enables you to craft more targeted, actionable solutions while building trust and credibility as someone who truly understands their struggles.

2.Engage with Educational Content:

Provide resources that directly address the core challenges and fears your audience faces as they navigate the problem awareness stage. Blog posts, videos, and webinars are effective tools to highlight pain points while offering practical solutions. For example, a video titled, "Why Your Fear of Failure is Stopping Your Online Business Dreams—and How to Overcome It" can help them recognize their hesitations and feel empowered to take action. Similarly, a webinar like, "Overcoming Overwhelm: The First Steps to Launching Your Online Business" can combine relatable insights with step-by-step guidance, enabling them to see you understand their problems. This type of educational content not only provides immediate value but also meets your audience at their current stage, helping them clearly identify the problems they need to overcome while establishing you as a trusted guide in their journey toward success.

3.Leverage Story Telling:

At the problem awareness stage, your audience is just beginning to recognize the obstacles in their path, and hearing relatable experiences can solidify this understanding. Share testimonials or success stories of women who faced similar challenges and successfully overcame them. For example, highlight a story like, "Jessica struggled to find balance between her family life and her dream of launching a business. Through small, consistent steps, she built an online shop that now supports her lifestyle and goals." These stories show your audience that their struggles are both valid and solvable, encouraging them to connect their own challenges with actionable steps toward a solution. Social proof reinforces that others have been in their shoes and succeeded, helping them move from hesitation to empowerment.

BRAINSTORMING:



07

UNDERSTANDING PROBLEM AWARENESS

IMPORTANCE:

Problem awareness is the critical stage where individuals progress from simply sensing that ‘things could be better’ (awareness stage) to clearly understanding the specific challenges or gaps causing their dissatisfaction. This stage is transformative because it allows individuals to move from vague feelings of frustration to actionable insight. It lays the groundwork for meaningful change by helping them see their struggles in a new light and fostering a sense of urgency to address these issues. By guiding your audience through this stage, you position yourself as a trusted ally in their journey, helping them identify what’s holding them back and empowering them to seek solutions. Here’s how problem awareness fits into the larger journey:

1.The Awareness Stage:

The Awareness Stage: This is where your audience begins to realize that their current situation doesn’t align with their aspirations. They may experience frustration, stagnation, or dissatisfaction without being able to identify the exact cause. This stage is the starting point of their journey toward seeking a better life or outcome. At this stage, your goal is to build your online presence strategically through platforms like social media and paid Meta ads, ensuring your messaging resonates with their experiences and begins to establish trust as you enter into their awareness.

2.The Problem Awareness Stage:

At this stage, individuals start identifying and articulating the root causes of their struggles, such as realizing they lack a clear strategy for achieving their dreams or feeling overwhelmed by the fear of starting something new. For example, imagine a woman who has always dreamed of launching her own online business but feels paralyzed by uncertainty. She might realize that her hesitation comes from not knowing where to begin or feeling unsupported in her journey. By encountering your messaging, she starts to see her awareness as solvable problems rather than insurmountable obstacles. This clarity empowers her to take the first step toward her goals, making this stage a critical part of her journey toward transformation and success.

3.The Solution Awareness Stage:

Once individuals clearly understand the problems they face, they begin to look for ways to address them. At this stage, your role is to introduce practical, actionable solutions and demonstrate how your offerings can bridge the gap between their problems and their goals. For example, you could highlight a resource like, “Step-by-Step Guide to Launching Your Online Business in 30 Days,” or offer a service like, “1:1 Coaching for Women Entrepreneurs Ready to Take the Leap.” By showing how your solutions align with their needs, you help them move closer to action.

4. The Most Aware Stage:

At this stage, your audience fully understands their problem and the solutions available. They are now deciding whom to trust to help them implement those solutions. This is your opportunity to emphasize your unique value and why your offerings are the best choice. Highlight testimonials, case studies, or specific results, such as, “Over 500 Women Entrepreneurs Transformed Their Dreams into Thriving Businesses with Our Program.” By focusing on results and credibility, you reassure them that you are the right partner to help them achieve their aspirations. within the first month of its release.

BRAINSTORMING:



08

CRAFTING EDUCATIONAL CONTENT

IMPORTANCE:

Educational content is your most powerful tool for illuminating your audience's challenges and guiding them through problem awareness. It needs to deeply resonate with their personal experiences, highlighting struggles they may not have fully acknowledged yet. By presenting relatable insights and practical solutions, your content can act as a mirror, reflecting their unspoken concerns and creating a sense of trust. Here's how you can achieve this effectively:

ACTIONS:

1. Blog Posts:

Write articles that address common struggles and provide actionable insights. Example: *”Why Women in Their 40s Often Feel Professionally Stuck (and How to Break Free).”

2. Videos:

YouTube is an incredibly valuable tool in the problem awareness stage as it allows you to create relatable and engaging videos that reach a broad audience. Videos can effectively address challenges women face when considering starting an online business, such as overcoming fears of failure or navigating unfamiliar technology. For example, you could create a series titled, “Your First Steps to Building an Online Business: Overcoming Fear and Finding Confidence,” which not only highlights these relatable pain points but also provides actionable advice like how to set up a simple website or identify a niche market. Additionally, YouTube's searchability means that well-optimized videos can reach women actively searching for guidance, helping them recognize their challenges and positioning you as a trusted resource to inspire their next steps. Tools like vidIQ.com can be a great help with ideas and content.

3. Social Media Content:

Develop shareable posts that capture your audience's attention and drive engagement. Example: “Feeling like you're giving 100% but still not seeing the career growth you deserve? Let's change that.” At this stage, incorporating Meta ads into your strategy can significantly amplify your reach. Meta ads are highly effective for targeting specific demographics, such as women looking to start an online business, by using detailed filters like age, interests, and behaviors. For instance, you can run a campaign titled, “Turn Your Passion Into a Thriving Online Business: Start Today,” tailored to women who have shown interest in entrepreneurship. Learning to run Meta adverts correctly or getting professional help with this can speed up your ability to engage directly to your potential audience much quicker than just posting to your social media channels alone.

To maximize the effectiveness of your ads, allocate a realistic daily budget that aligns with your goals. For beginners, starting with \$10–\$20 per day can provide valuable insights into audience engagement without overextending resources. This strategic approach allows you to refine your campaigns and achieve greater visibility during this critical problem awareness stage. But remember to allow at least 7 days running your adverts prior to any tweaking.

4. Checklists and Quizzes:

Offering interactive tools such as checklists and quizzes is a highly effective way to engage your audience and encourage self-reflection. These tools help potential clients identify gaps in their knowledge or areas where they may need support. For example, you could create a quiz titled, “Are You Ready to Launch Your Online Business?” that asks targeted questions about their goals, skills, and current resources. By providing immediate, personalized feedback, these tools not only make your audience feel understood but also position you as an expert who can help them address their challenges. Additionally, checklists like “10 Essential Steps to Kickstart Your Online Business” can guide them through actionable steps, making the process of starting a business feel more achievable. These resources are a great idea because they offer value upfront, build trust, and encourage deeper engagement with your content.

BRAINSTORMING:



09

USING RELATABLE MESSAGING

WHY IT MATTERS:

Your audience needs to see themselves in your content. Use language and examples that resonate deeply with their experiences and internal dialogue. This connection helps them feel understood and seen, breaking down barriers of doubt or hesitation. By reflecting their thoughts and emotions in your messaging, you create trust and foster a stronger connection that encourages engagement.

ACTIONS:

1. Speak Their Language:

Use relatable phrases like: “Do you feel overwhelmed by trying to do it all?” For instance, you could address specific concerns like, “Are you unsure how to balance your family responsibilities while building your dream business?” or “Do you feel stuck because you don’t know where to start with your online business idea?” Tailoring your messaging to echo the exact thoughts and feelings of your audience helps them feel understood and encourages them to engage with your content.

2. Acknowledge Their Struggles:

Highlight common pain points that resonate deeply with women who are just starting their journey. These might include work-life imbalance, feeling inadequate due to imposter syndrome, or struggling against systemic barriers like the glass ceiling. For instance, many women may worry about how to manage family commitments while dedicating time to launching their business, or they might feel uncertain about their ability to succeed in a competitive online marketplace. By addressing these specific concerns in your messaging, you help validate their experiences and show that their problems are understood and solvable.

3. Position Growth as Achievable:

Share messages like: “You’re closer to breaking through than you think—let me show you how.” For example, consider telling stories of women who started with just an idea and minimal resources but successfully built their online businesses through small, consistent steps. Messages like, “Every expert was once a beginner—your journey starts with a single action,” or “You don’t need to have it all figured out to make progress. Let’s take it one step at a time together,” can inspire and motivate your audience. These affirmations remind them that growth is not just a possibility but an achievable reality with the right guidance and support.

BRAINSTORMING:



10

SHOWING EMPATHY AND UNDERSTANDING

WHY IT MATTERS:

Empathy is a powerful tool for fostering connection and trust, especially when talking to an audience who may feel isolated or uncertain. By sharing authentic stories and illustrating relatable scenarios, you demonstrate that you truly understand their problems and aspirations. This approach reassures them that they are not alone and positions you as a trusted ally who can help them overcome their challenges. Here's how you can achieve this effectively:

Empathy is the foundation of trust. Demonstrate your understanding of their struggles through authentic storytelling and testimonials:

ACTIONS:

1. Share Success Stories:

Share authentic examples of women who have faced similar struggles and found success. For instance, "Meet Sarah, who transitioned from career stagnation to a thriving business by redefining her goals and taking actionable steps. She started small, overcame self-doubt, and now enjoys running a business that aligns with her passion and purpose."

2. Use Real-Life Scenarios:

Create vivid, relatable narratives to help your audience visualize their transformation. For example, "Picture yourself waking up every day excited to work on a business that aligns with your values and provides the financial independence you've always dreamed of. What steps can you take to make this a reality?"

3. Invite Connection:

Foster a sense of camaraderie through personalized, empathetic messaging. For example, "I know how daunting it can feel to take that first step. I've been in your shoes, and together, we can create a roadmap to turn your vision into a thriving reality."

Actionable Steps for Engaging Women Founders

1. Host Webinars:

Offer free, value-packed webinars addressing common challenges. Example title: “From Stuck to Thriving: How Women Founders Can Break Through Their Biggest Barriers.”

2. Offer Free Resources:

Provide downloadable guides, such as “5 Steps to Overcoming Career Stagnation.”

3. Engage in Online Communities:

Actively participate in spaces where your audience spends time. Share helpful insights and initiate meaningful conversations.

4. Start an Email Series:

Develop a sequence of emails introducing common challenges and offering actionable solutions.

Conclusion: Becoming the Guide They Need

Your mission is to guide women founders toward recognizing their challenges and inspire them to take action. By creating educational content, using relatable messaging, and demonstrating genuine empathy, you position yourself as a trusted partner in their journey. Every step you take to meet them where they are brings them closer to achieving the growth and fulfillment they deserve.

BRAINSTORMING:

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