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BLUEPRINT

4. MOST AWARE

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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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**WHAT IS THE MOST
AWARE STAGE?**

IMPORTANCE:

The most aware stage is where your audience fully understands your solution, sees its unique value, and is primed to take action. This stage signifies a culmination of your efforts to educate, build trust, and establish an emotional connection with your audience. By this point, they should have a clear understanding of how your solution directly addresses their specific pain points, the benefits it provides, and why it stands out compared to other options. This readiness to act is not accidental but the result of a well-orchestrated journey through the earlier awareness stages, ensuring that all their questions are answered and objections overcome. Many new businesses, however, fail to succeed at this stage because they mistakenly believe that creating a simple landing page with a call-to-action (CTA) is enough to secure conversions. While a landing page is a critical tool, it cannot compensate for the lack of trust, education, and relationship-building required in the earlier stages of awareness. To compete effectively, businesses must ensure their audience is nurtured and confident enough to take action or have such a unique offer that no-one else is offering. Additionally, well-established businesses also dominate this stage of awareness, often leveraging substantial ad budgets, sometimes running into thousands of dollars per month, along with a wealth of testimonials and proven results. These factors make it challenging for newer businesses to compete directly for the most aware customers without first establishing credibility, trust, and connection through the earlier stages of the awareness journey. Skipping these steps leaves newer businesses unprepared to effectively convert this highly sought-after group of buyers, and facing a lack of interest in their CTA.

1. Introduce the Concept of a Solution:

Educate them about the types of solutions available, including yours. Provide an overview of various approaches or tools that address the problem and highlight the unique advantages of your solution. Use relatable examples, comparisons, and simple explanations to ensure clarity and understanding. The goal is to position your solution not just as an option, but as the most suitable and impactful choice for their needs.

2. Avoid being overly salesy:

Avoid being overly salesy; instead, focus on helping them understand their options by presenting them as opportunities to improve their current situation. Provide insights that allow your audience to see how these options address their specific challenges and align with their goals. By focusing on empowerment and education rather than pressure, you build trust and position your solution as a thoughtful choice rather than a pushy sale.

Use analogies and examples to simplify complex solutions. Analogies help your audience connect abstract concepts to familiar scenarios, making your message easier to understand and more memorable. For instance, if your solution is a platform for helping women entrepreneurs streamline their business operations, you might compare it to “having a trusted business partner who takes care of the back-end tasks, allowing you to focus on your creative vision and leadership.” Examples, such as a case study of a woman founder who used your solution to save 10 hours a week while doubling her client base, allow your audience to see how the solution could transform their own business. Together, these techniques make complex ideas relatable, actionable, and inspiring.

Highlight what sets your solution apart by emphasizing its unique value propositions, such as features, benefits, and the specific problems it solves. Use comparisons to competitors to show where your solution excels and add credibility by including testimonials or endorsements from satisfied customers. Demonstrate how your offering aligns with your audience's needs and goals, and explain why it's the best choice for them. Reinforce these points consistently across all your marketing materials to ensure clarity and memorability. Share resources (guides, webinars, checklists) that address their pain points by providing actionable insights and practical tools. For example, create a downloadable guide that outlines step-by-step solutions to common challenges, or host a webinar that walks them through real-world applications of your solution. Include checklists that simplify complex tasks, making it easier for your audience to take immediate action and see measurable progress. These resources not only demonstrate your expertise but also empower your audience to overcome obstacles and build trust in your solution.

BRAINSTORMING:



ACTIONS TO MOVE CUSTOMERS TO MOST AWARE

IMPORTANCE:

Moving your audience to the most aware stage involves a blend of emotional connection, proactive objection handling, and providing a clear pathway for action. Each of the following strategies ensures that your audience feels prepared and confident to take the next step with your solution:

1. Build Emotional Resonance:

- Show empathy and understanding of their struggles by speaking directly to their pain points and aspirations. For example, highlight the challenges faced by a female entrepreneur managing her business while seeking work-life balance, and how your solution can ease those burdens. Use storytelling to demonstrate how your solution has transformed others' lives. Share testimonials, especially from relatable customers, to evoke trust and inspire action. For instance, "Meet Sarah, a business owner who used our platform to automate her processes, freeing up 15 hours per week to focus on scaling her brand."

2. Address Objections Early:

- Anticipate doubts and provide clear, honest answers. Address common concerns like cost, complexity, or fit for their needs through detailed FAQs, live Q&A sessions, or one-on-one consultations. Share behind-the-scenes content or customer success stories to showcase transparency. For example, include a video showing how your solution works step by step or a breakdown of its tangible benefits.

3. Create a Sense of Urgency:

- Highlight the cost of inaction by pointing out potential missed opportunities or risks. For example, "Every month spent on outdated systems could be costing you clients, revenue growth, and competitive advantage in your market." Explain how inaction can lead to wasted time, missed connections with potential customers, or even the risk of losing existing clients to competitors who have embraced more efficient solutions. Use real-world statistics or case studies to emphasize the tangible impact of inaction, making the risks undeniable and prompting your audience to act swiftly. Offer limited-time bonuses, exclusivity, or promotions. For instance, "Sign up by Friday to receive a complimentary onboarding session and exclusive access to our premium resources, including a tailored roadmap for scaling your business." Adding an exclusive element like one-on-one coaching or early access to upcoming features can create an even stronger incentive. For example, "The first 10 sign-ups will also receive a personalized audit of their current business strategy to identify quick wins and growth opportunities." This combination of urgency and exclusivity reinforces the value and motivates immediate action.

4. Demonstrate Value:

- Use compelling visuals or comparisons to show the transformation your solution provides. A side-by-side chart comparing “before and after” scenarios can visually reinforce your value. Include testimonials, reviews, or success metrics to substantiate claims. For example, “95% of our users reported doubling their productivity within three months.”

5. Simplify the Next Steps:

- Use clear, actionable CTAs (Call-to-Actions) that guide the audience seamlessly to the next stage. Avoid jargon and ensure the language is actionable, e.g., “Start Your Free Trial Today” or “Book Your Consultation Now.”
Ensure the buying process is frictionless by optimizing your website or checkout process. A seamless experience could include intuitive design elements such as a clear progress tracker during checkout, mobile-friendly navigation, and visible customer support options in case assistance is needed. Offer multiple payment options, including digital wallets, credit cards, and installment plans, to cater to different preferences. Additionally, provide immediate confirmation after action, such as a thank-you page with order details, next steps, or access to purchased resources. These enhancements minimize confusion and instill confidence in the transaction process, making it easy for your audience to say yes.

6. Call to Action with a Gentle Push

- Invite them to take the next step, like downloading a resource or booking a consultation. A highly effective way to do this is by using a dedicated landing page. This page can focus exclusively on converting visitors by clearly outlining the benefits of taking the next step, providing a concise summary of your offer, and including a strong call-to-action button. Incorporate trust-building elements like testimonials or guarantees, and ensure the design is clean and easy to navigate to maximize engagement and conversions.
- Make the action feel low-risk and high-value by offering free trials, money-back guarantees, or low-commitment introductory packages. Emphasize the immediate benefits and ease of starting, such as “no obligations” or “easy cancellation.” Additionally, provide clear, transparent explanations of what they can expect, minimizing any perceived risks while maximizing the perceived value through bonuses, added

Conclusion

Empowering your audience to move from solution awareness to the most aware stage requires patience, strategy, and a deep understanding of their needs. By implementing the actions and educational content outlined in this booklet, you’ll not only help your customers see the value of your solution but also establish yourself as a trusted guide on their journey. Remember, your ultimate goal is to build genuine connections that inspire confidence and action.

Take the next step: What actions will you implement today to move your audience closer to the most aware stage?

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