



SOLVING THE “PAIN POINTS”

SHYGIRLSGUIDE NEWSLETTER

PREVIEW

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Making bank: Solving the “pain points” for a client!



Solving problems equals making money. Solve small problems and you will make money. Solve BIG problems and you will make BIG money. The formula is that simple.

In some area, people are struggling with no money, no time, no energy and no skill sets in an area where you excel! That can be administrative, design, organization, project management, marketing, creative arts, game strategy, cleaning services, accounting, crafting, social media, copywriting, baking – the list goes on and on. **You have a “superpower” somewhere!**

How to identify a pain point? I am going to use the answers that I used for my consulting business, but I will add comments for two other service providers (accounting, stylists) and fitness instructors too:

What keeps them awake at night, indigestion boiling up their esophagus, eyes open, staring at the ceiling – what are they afraid of?

1. Consulting: Failing government inspections
2. Service Providers: Having to do it themselves, wanting excellent results, not having enough time.

3. Fitness: Skipping events because they are not their best selves, wheezing going upstairs, not fitting into clothes.

What are they angry about? Who are they angry at?

1. Consulting: Trying to make sense of complicated things and those who make them!
2. Service Providers: Having higher priority tasks, others who do not do this correctly.
3. Fitness: The scale! ... buy really themselves not “getting it done.”

What are their daily frustrations?

1. Consulting: Lack of knowledge or knowing what to do.
2. Service Providers: Paying for no results.
3. Fitness: Not being motivated enough to do it.

What do they secretly, ardently desire most – what is the dream outcome?

1. Consulting: Someone giving all the next steps in a simple way.
2. Service Providers: Awesome results that make it feel worth every penny!
3. Fitness: A simple plan that allows them to feel and look their best.

There are more questions to ask but each successful business has a problem to solve. Here are a few more questions to help you do the same!

Is there a built-in bias to the way they make decisions?

Do they have their own language?

Who else is selling something similar to them, and how?

Who else has tried selling them something similar, and how has that effort failed?

Where do they “hang out”?

The first step to having a great product – make it



First ANNUAL Stats!

In previous newsletters, I was providing my stats, wins, financial gains on a weekly basis so that you can see what real efforts can achieve.

I started this last June so now we are at our first one-year mark for

With that said, here is this week's "weekly metrics":

- Audience growth – **up 57%**
- Financial growth – **up 27%**
- Website Traffic – **up 67%**
- New venture/investment growth – **up 35%**

There were specific strategies and tactics we used to get that much growth in one week. They are as follows:

The Awesome:

1. **Building my audience.** I did a bit of everything – I posted more, I added reels, I provided content, I did more YouTube and I sent promotional emails. The results were amazing.
2. **Blogging/Newsletter each week** – I am committing to doing 100 of these so that my "binge bank" is full. I got off my timeline during the holidays, but I am back up to one a week and getting feedback on each.
3. **Migrated my website to WordPress** – this is helping us to optimize the websites which have been clunky. We are still working on optimizing our website, adding landing pages and products but it is up and running!

4. **Leveling up the customer experience.** We have great clients. My team and I are working to improve OUR products even more, so their experience is even better. We are making new templates, instructions, checklists and jumping on calls whenever possible. This led to 20% more billable work.
5. **Habits and scheduling** – We have theme days (Metrics Day! Video Day! Newsletter Day!) and block/calendar/task to make sure they get done. We have developed checklists of what we need to do (hooks, proofreading, call to action, subject lines) and are working up the exact instructions now.

The challenging:

6. **Collaborating** – I had calls with people launching businesses, featuring a “star of the week” business owners and brainstorming ideas with business owners facing different challenges. This is great but it is a challenge to coordinate. I hope to do better.
7. **Writing a book.** I started this several times but found it super frustrating. I decided to give myself more time to become a bit more clear on my message.
8. **YouTube/Podcasts** – Both are still on the list. It is a bit overwhelming to start and if I am honest, I am nervous about both! I will get there though.

As you can see – taking action, even when it is hard, yields results. I look at my stats on Monday so I can shift my strategies for the week. Let me know if you need ideas to track your progress and see what is possible!

Check out the latest blog this week: [9 Awesome Ways to Multiply your Cashflow!](#)



If you are new here : I am Joy. I am an introvert. I am extremely shy, and I am a LATE bloomer. All of these things should work against me, but I have been able to create a 7-figure government compliance business in a few short years! If I can do this – anyone can!

Now, I am blogging, vlogging and writing about ALL the ways one can make more money through virtual work, side hustles and creating businesses (everything from book writing, YouTube, Amazon, Shopify, AirBnB, Etsy, etc.)

Why am I doing this? There is so much “Insanely easy ways to earn 10K a week ...” out there! It took **work** to hit my first seven figure goals, but it was possible. I wanted to see what else was possible for a shy, introverted, late bloomer and pass along my steps, errors, successes, failures, and I plan to be **VERY** candid about how much money can be earned.

This newsletter will provide you with updates every week so you can see - in real time - what it takes to get started, how much it costs, how much time it takes and any helpful tips! So, if you are shy, older, or late to the game – if you are reinventing your life, working on phase 2 or plan B ... this newsletter/journey is for you.

~ Joy

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“Don’t shine so others can see you. Shine so that through you, others can shine!”