

# Locate Your Client

and your client language, through the lens of justice





# Context

---

When we name a thing, we  
make it real...and actionable





# Storytime...

- The history and impact of the word '**mansplaining**'
- And the impact of making sure we have language for our experiences
- What happens after we realize a thing is A Thing?





# The Problems We Are Solving

---

- Customer Solutions
- Culture-Making Solutions
- Money AND Justice





# 1. Customer

1. **Define and understand** *your customers* **and what they're experiencing** *so you know how to write copy for them*
2. *Write specific, effective, money-making copy...through the lens of justice* *(no pain points required)*

# 2. Culture-Making

1. **Self-help, spiritual and 'empowerment' industries** *erase cultural context, individualizes and gaslights -- but we're doing the opposite*
2. **Traditional copywriting** *leverages shame and pain to trigger subconscious reactions -- but we're doing the opposite*

# 3. Make Money AND Justice



# Who is Your Client?

---

- Demographic
- Psychographic
- IDENTITIES AND BIASES AGAINST THEM
- What are they navigating, socially?



Age Range?

Gender(s)?

Identities?

Biases that get used against them?





Income?

Occupation?

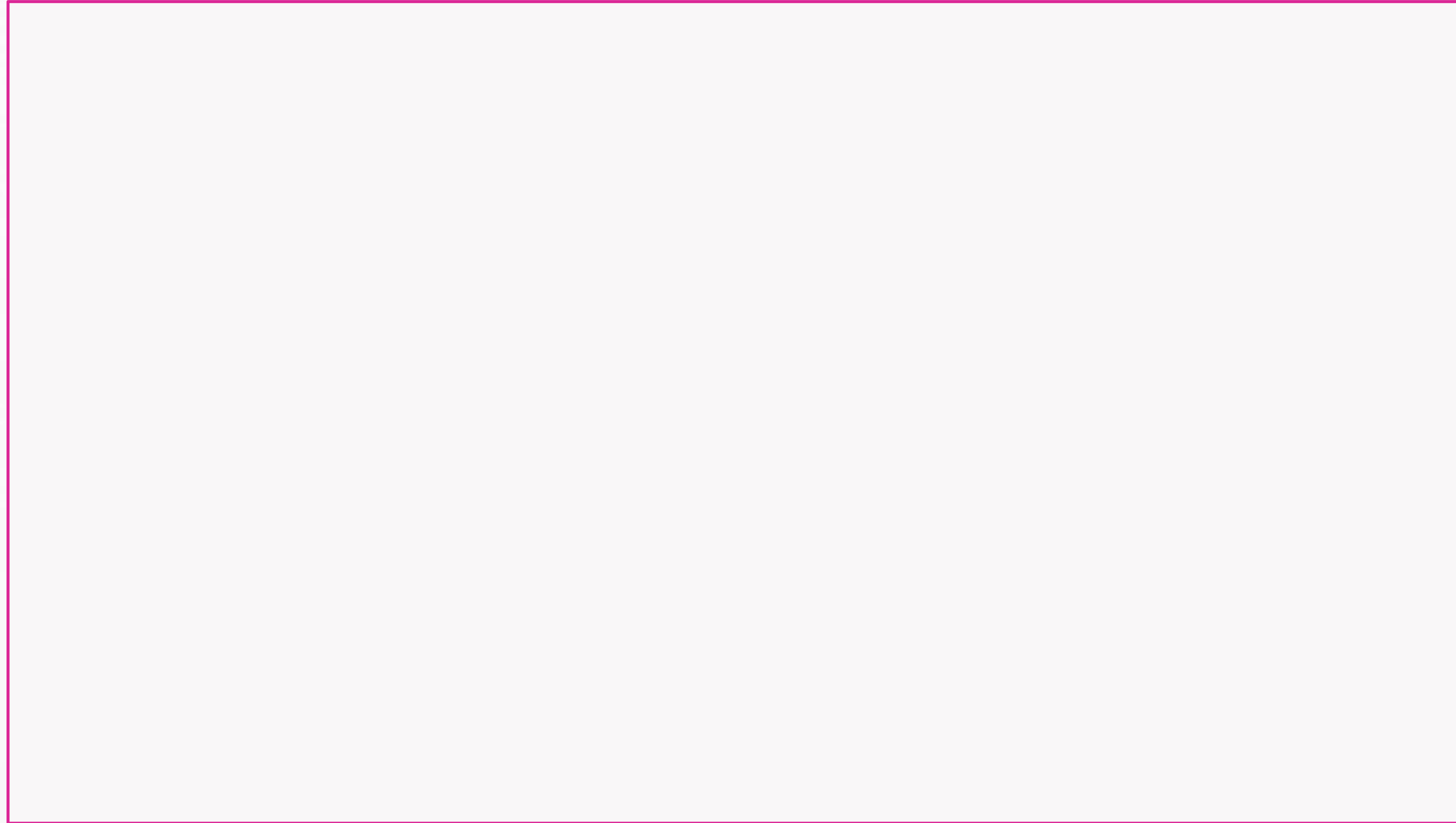
Marital/Family Status?

Geographic Region?



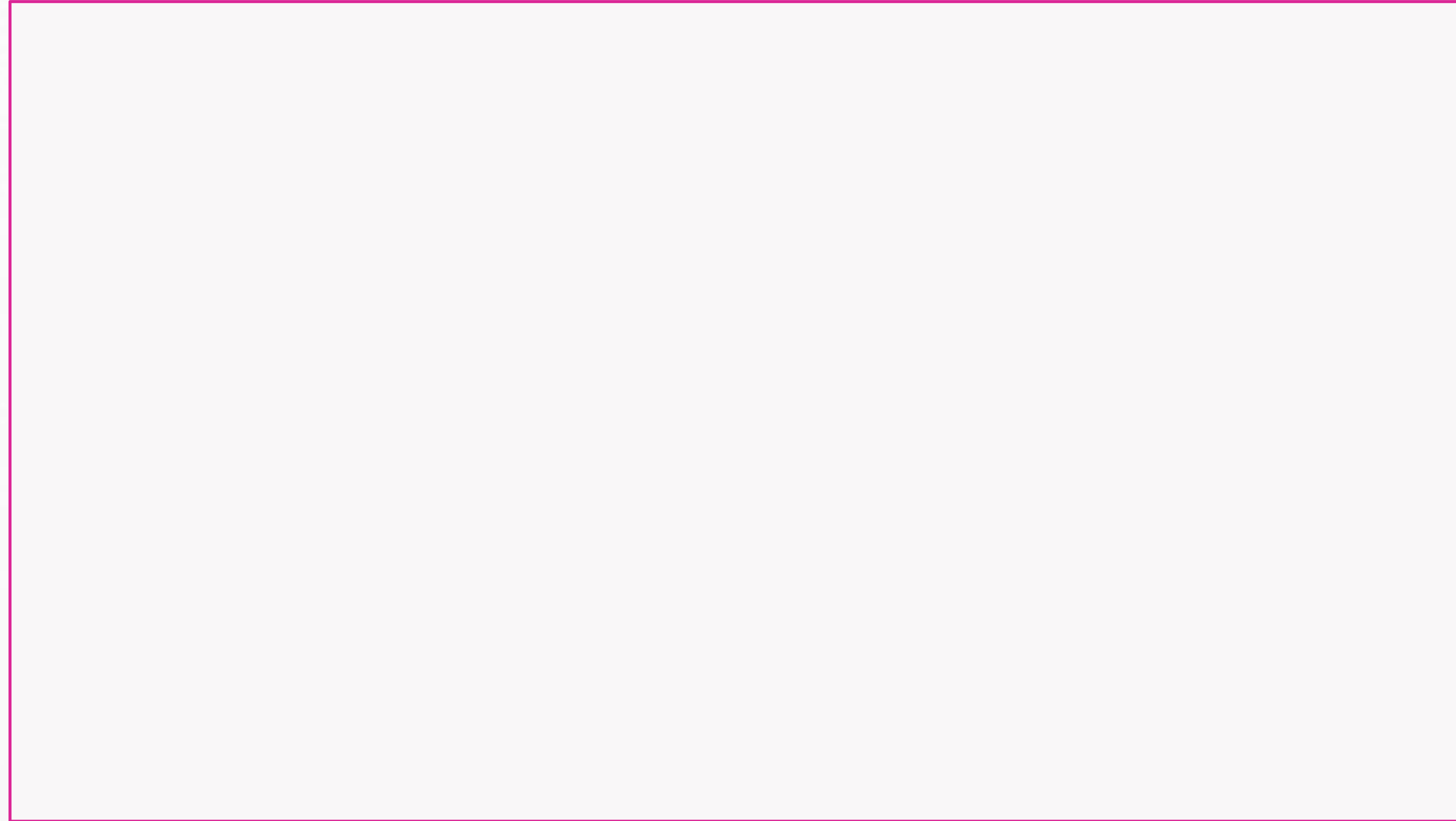


# What are their two core desires?



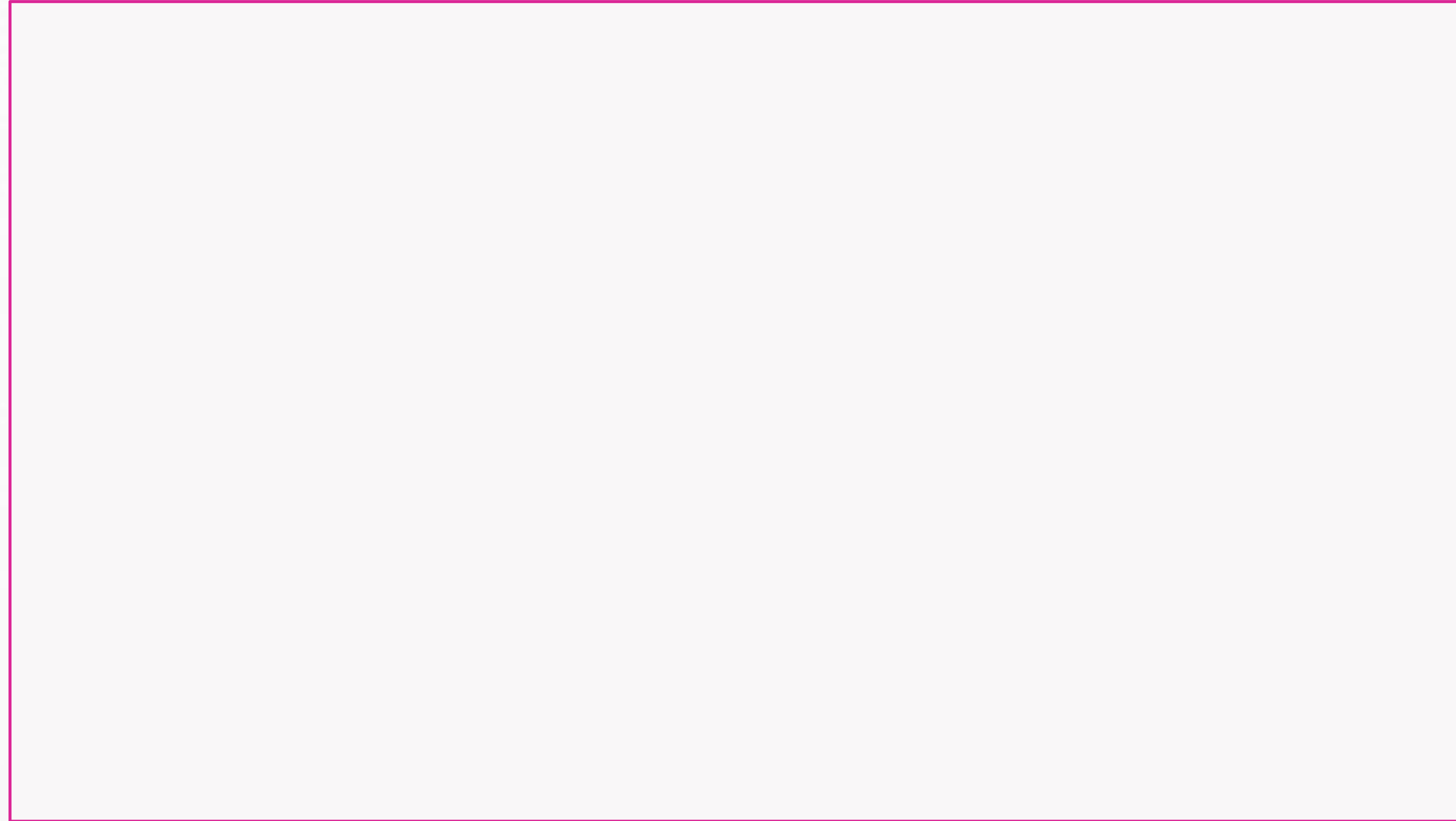


# What do they want to avoid?



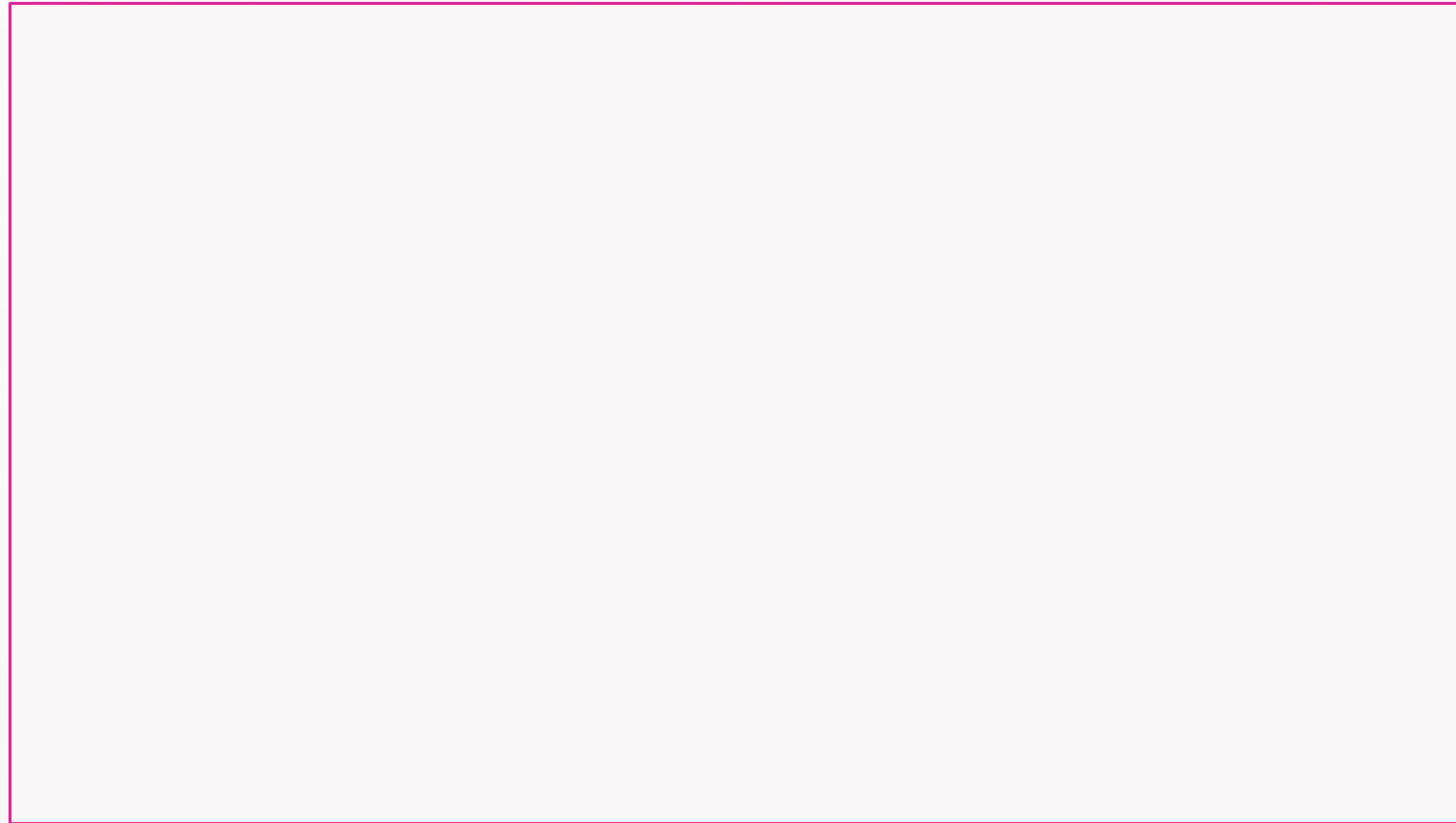


# What's getting in their way?





What do nearly all of your clients --  
*and people like them* -- experience?





# Now, TOGGLE OUT.

What's the bigger picture? The systemic factor producing the barriers and experience your clients experience?





# What's the Grand, Overarching Villain?

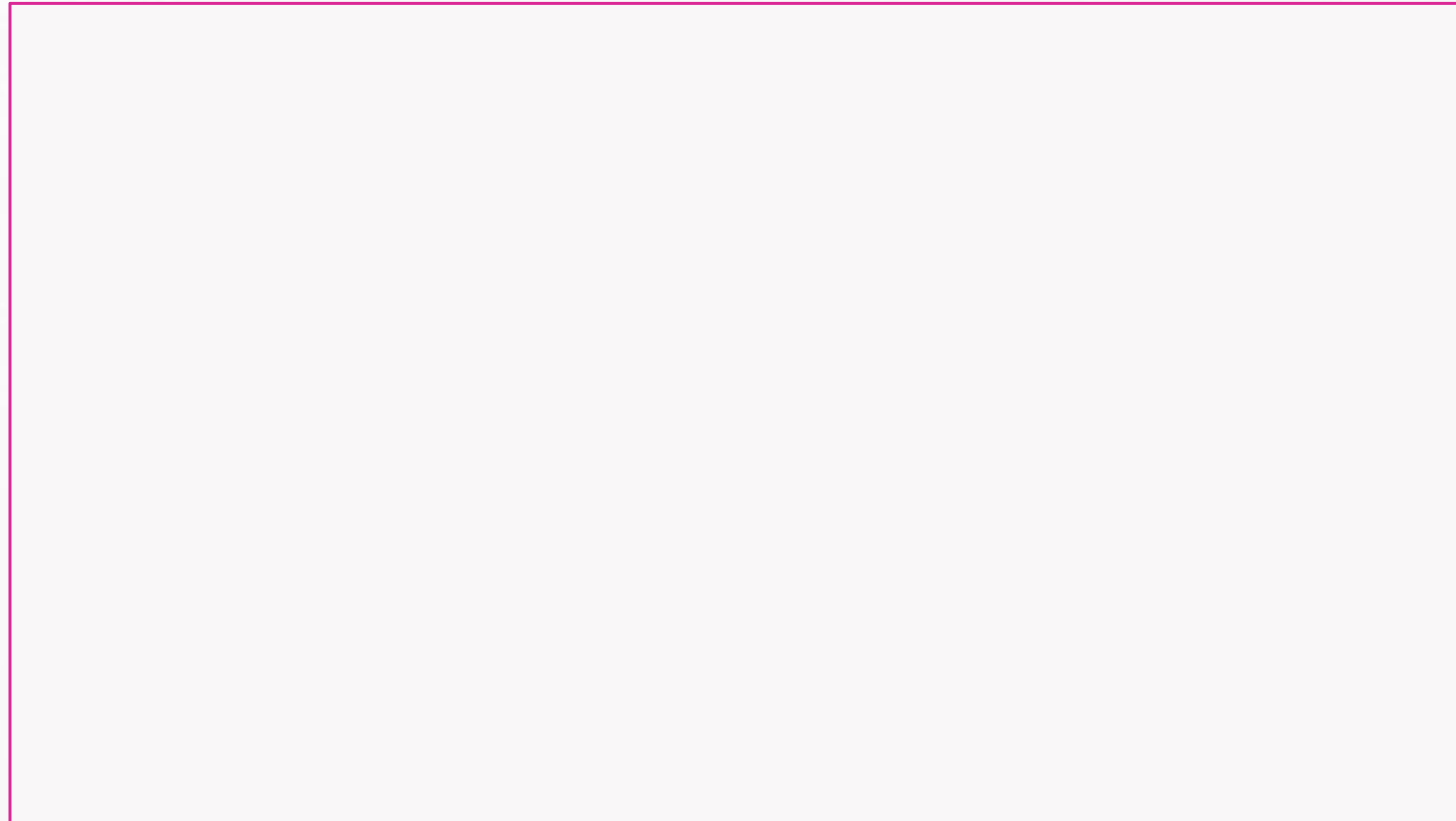
**I'VE GOT 99  
PROBLEMS  
AND WHITE  
HETERONORMATIVE  
PATRIARCHY  
IS BASICALLY  
ALL OF THEM**





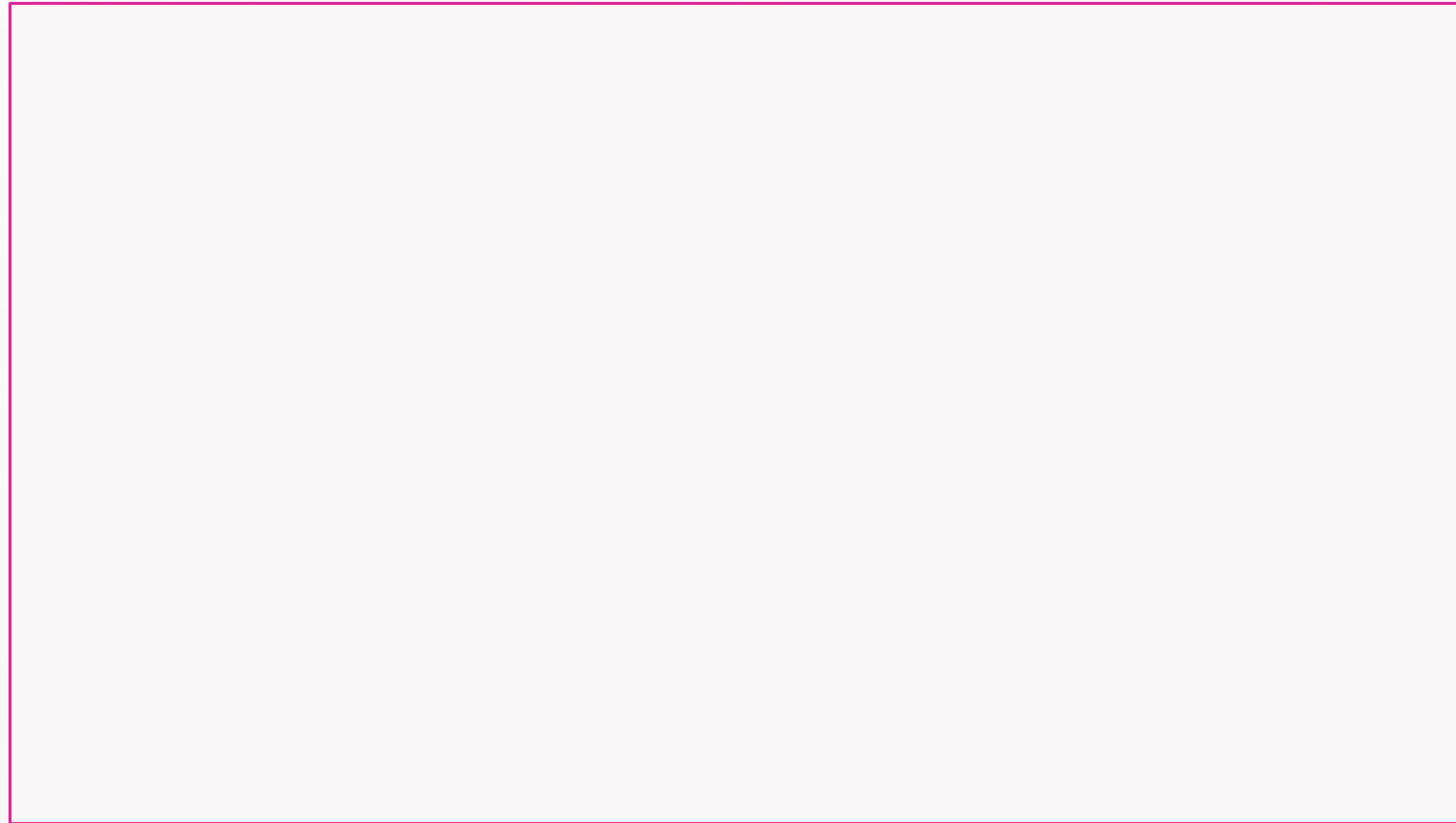
# What's the Industry Villain?

*eg Bro Marketing, The Female Lifestyle Empowerment Brand*





Who are the Henchmen showing up  
in their daily lives?





# Customer Research

---

This may confirm or disprove our initial hypotheses about our clients and audience


It will definitely help you find the concrete language THEY are using (rather than conceptual language we might be using)





This might confirm or disprove our initial hypotheses

# Customer Research



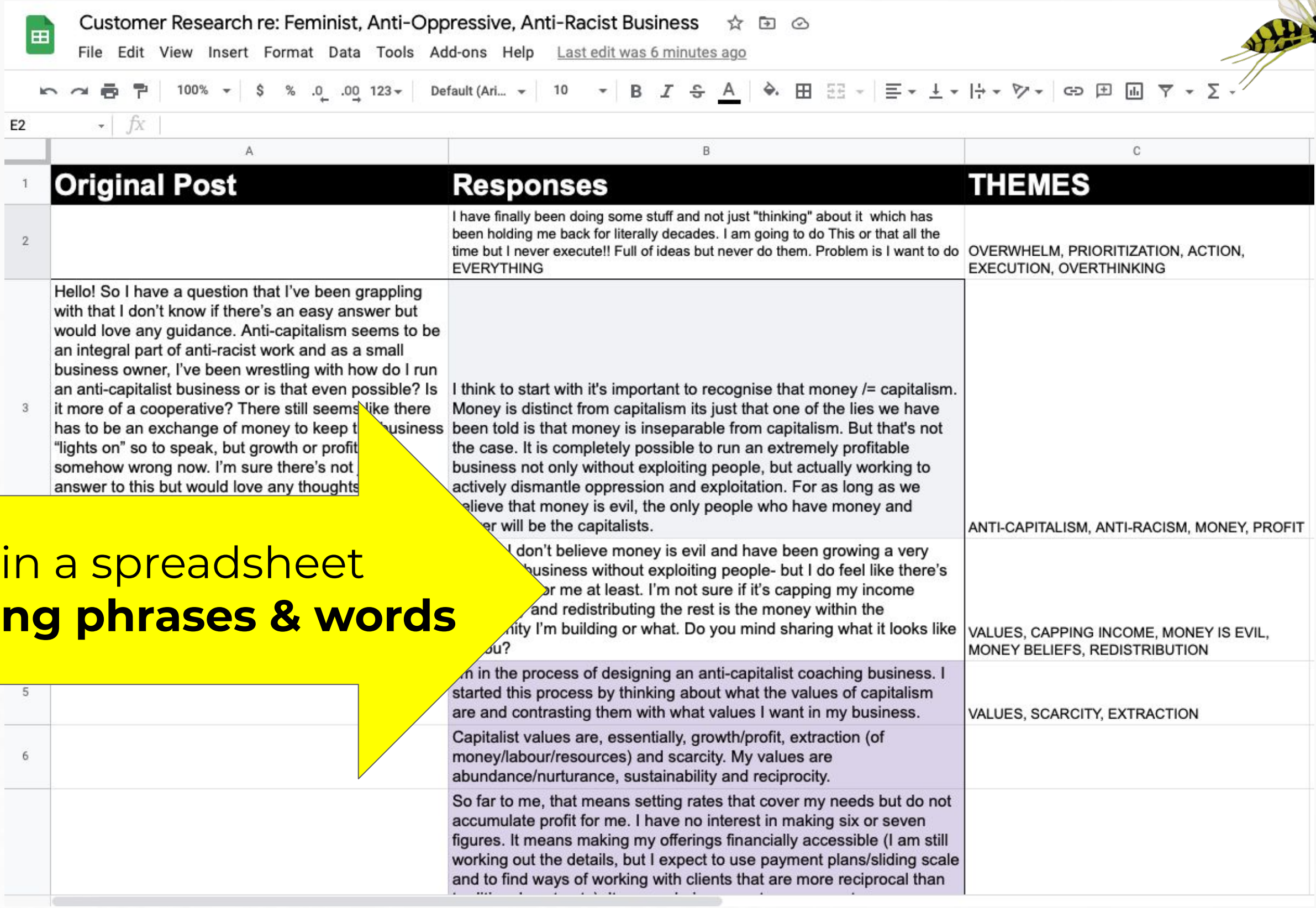
Facebook post content: Hello! So I have a question that I've been grappling with that I don't know if there's an easy answer but would love any guidance. Anti-capitalism seems to be an integral part of anti-racist work and as a small business owner, I've been wrestling with how do I run an anti-capitalist business or is that even possible? Is it more of a cooperative? There still seems like there has to be an exchange of money to keep the business "lights on" so to speak, but growth or profit feels somehow wrong now. I'm sure there's not just one answer to this but would love any thoughts if anyone is open to sharing their own process. Would love any resources or books that might be clarifying.

54 Comments

Love Comment

Author: Kristin Sweeting Harsney

Comment: Totally! I don't believe money is evil and have been growing a very profitable business without exploiting people- but I do feel like there's a next



Customer Research re: Feminist, Anti-Oppressive, Anti-Racist Business

	A	B	C
	Original Post	Responses	THEMES
1			
2		I have finally been doing some stuff and not just "thinking" about it which has been holding me back for literally decades. I am going to do This or that all the time but I never execute!! Full of ideas but never do them. Problem is I want to do EVERYTHING	OVERWHELM, PRIORITIZATION, ACTION, EXECUTION, OVERTHINKING
3	Hello! So I have a question that I've been grappling with that I don't know if there's an easy answer but would love any guidance. Anti-capitalism seems to be an integral part of anti-racist work and as a small business owner, I've been wrestling with how do I run an anti-capitalist business or is that even possible? Is it more of a cooperative? There still seems like there has to be an exchange of money to keep the business "lights on" so to speak, but growth or profit feels somehow wrong now. I'm sure there's not just one answer to this but would love any thoughts	I think to start with it's important to recognise that money != capitalism. Money is distinct from capitalism its just that one of the lies we have been told is that money is inseparable from capitalism. But that's not the case. It is completely possible to run an extremely profitable business not only without exploiting people, but actually working to actively dismantle oppression and exploitation. For as long as we believe that money is evil, the only people who have money and power will be the capitalists.	ANTI-CAPITALISM, ANTI-RACISM, MONEY, PROFIT
5		I don't believe money is evil and have been growing a very profitable business without exploiting people- but I do feel like there's a next step for me at least. I'm not sure if it's capping my income and redistributing the rest is the money within the community I'm building or what. Do you mind sharing what it looks like for you?	VALUES, CAPPING INCOME, MONEY IS EVIL, MONEY BELIEFS, REDISTRIBUTION
6		I'm in the process of designing an anti-capitalist coaching business. I started this process by thinking about what the values of capitalism are and contrasting them with what values I want in my business. Capitalist values are, essentially, growth/profit, extraction (of money/labour/resources) and scarcity. My values are abundance/nurturance, sustainability and reciprocity.	VALUES, SCARCITY, EXTRACTION
		So far to me, that means setting rates that cover my needs but do not accumulate profit for me. I have no interest in making six or seven figures. It means making my offerings financially accessible (I am still working out the details, but I expect to use payment plans/sliding scale and to find ways of working with clients that are more reciprocal than	

Log FB Comments in a spreadsheet and look for recurring phrases & words



# Customer Research

1. Facebook. Search for posts with key phrases relating to your business
2. Look at the COMMENTS from clients
3. Create a Spreadsheet and log the client comments
4. Look for phrases/sentences and words that repeat. USE THESE IN YOUR COPY You're looking for what they want to do AND what they want to avoid





What phrases are repeating?

What words are repeating?

What do your clients say to YOU?





What do they want to achieve?

What do they want to avoid?

What is getting in their way?





# 5 Customer-Centric Copywriting Tools

---

This may confirm or disprove our initial hypotheses about our clients and audience

It will definitely help you find the concrete language THEY are using (rather than conceptual language we might be using)







# 5 Customer-Centric Writing Tools

in the Feminist Copywriting Framework

1. TOOL 1: Name the Villain
2. TOOL 2: Bear Loving Witness (Third Person)
3. TOOL 3: Facilitate Power Experiences (2nd Person)
4. TOOL 4: Be Concrete (Use THEIR Language)
5. TOOL 5: Write to One Person





# 1. Name The Villain

*eg Mansplaining*

## **When you name the Villain:**

- Your client has an epiphany: they are not the problem
- They get out of shame and into power
- They're more likely to take action because they are in POWER, not a shame spiral
- They realize that the problem is bigger than them and they might need professional support
- YOU DON'T HAVE TO USE PAIN POINTS!!!





## 2. Bear Loving Witness

- Yes, witness the problem

*(sometimes, because we want to avoid pain points, we avoid describing the problem entirely -- but that's not necessary)*

- But use THIRD-PERSON language (they, them, clients, people, students) to describe the problem because 3rd person creates psychological distance
- 3rd-person helps clients OBSERVE the problem rather than EXPERIENCE it
- 3rd-person is less activating/triggering
- To OBSERVE carefully is to bear loving witness



# 3. Facilitate Power Experiences

- When describing things that are affirming and make readers feel good, use SECOND PERSON (you, we)
- Second person creates identification and intimacy with the thing you're describing
- We want to create intimacy with power and feeling capable (rather than intimacy with pain and shame)

3rd person for pain; 2nd-person for power





## 4. Use Concrete Language

- Use *their* words
- How does it show up in their day? Describe that, in detail
  - YES: *"Speak up in the meeting at 2pm instead of waking up at 2am with the perfect thing to say"*
  - NO: *"Learn How to Find Your Voice and Self-Express"*
- Remember the customer research spreadsheet? Go to it and find the words your clients are using -- and use those!



## 5 Customer-Centric Writing Tools

in the Feminist Copywriting Framework

1. TOOL 1: Name the Villain
2. TOOL 2: Bear Loving Witness (Third Person)
3. TOOL 3: Facilitate Power Experiences (2nd Person)
4. TOOL 4: Be Concrete (Use THEIR Language)
5. TOOL 5: Write to One Person



REMEMBER:

3rd person  
for pain

2nd-person  
for power



# Homework

1. Print the **demographic/psychographic slides** and complete them
2. Create a **Customer Research spreadsheet**; go to Facebook and mine comments. Highlight recurring phrases/words



Customer Research re: Feminist, Anti-Oppressive, Anti-Racist Business		
Original Post	Responses	THEMES
	I have finally been doing some stuff and not just "thinking" about it which has been holding me back for literally decades. I am going to do this or that all the time but I never execute!! Full of ideas but never do them. Problem is I want to do EVERYTHING	OVERWHELM, PRIORITIZATION, ACTION, EXECUTION, OVERTHINKING
Hello! So I have a question that I've been grappling with that I don't know if there's an easy answer but would love any guidance. Anti-capitalism seems to be an integral part of anti-racist work and as a small business owner, I've been wrestling with how do I run an anti-capitalist business or is that even possible? Is it more of a cooperative? There still seems like there has to be an exchange of money to keep the business "lights on" so to speak, but growth or profit feels somehow wrong now. I'm sure there's not just one answer to this but would love any thoughts if anyone is open to sharing their own process. Would love any sources or books that might be clarifying.	I think to start with it's important to recognise that money != capitalism. Money is distinct from capitalism its just that one of the lies we have been told is that money is inseparable from capitalism. But that's not the case. It is completely possible to run an extremely profitable business not only without exploiting people, but actually working to actively dismantle oppression and exploitation. For as long as we believe that money is evil, the only people who have money and power will be the capitalists. Totally! I don't believe money is evil and have been growing a very profitable business without exploiting people- but I do feel like there's a next step for me at least. I'm not sure if it's capping my income personally and redistributing the rest is the money within the community I'm building or what. Do you mind sharing what it looks like for you?	ANTI-CAPITALISM, ANTI-RACISM, MONEY, PROFIT VALUES, CAPPING INCOME, MONEY IS EVIL, MONEY BELIEFS, REDISTRIBUTION
	I'm in the process of designing an anti-capitalist coaching business. I started this process by thinking about what the values of capitalism are and contrasting them with what values I want in my business.	VALUES, SCARCITY, EXTRACTION
	Capitalist values are, essentially, growth/profit, extraction (of money/labour/resources) and scarcity. My values are abundance/nurturance, sustainability and reciprocity. So far to me, that means setting rates that cover my needs but do not accumulate profit for me. I have no interest in making six or seven figures. It means making my offerings financially accessible (I am still working out the details, but I expect to use payment plans/sliding scale and to find ways of working with clients that are more reciprocal than	



# Resources

Men Explain Things To Me by Rebecca Solnit



# Thank you!

