Locate Your Client

KELLY:

WELCOME, CULTURE MAKERS!

Welcome, Culture Makers, to our module on how to locate your client. I am Kelly Diels. I'm a feminist business coach and educator, and I am here today to help you really understand who your client is so that all the copy and intellectual property and business strategies that you apply actually are sensible (literally sense-able) to your client. The problem that we're trying to solve today is that traditional copywriting tactics ask us to exploit and extract from our clients, ask us to subconsciously trigger them into buying, but if we really understand the sociocultural context that our client is navigating, we can actually develop language from that and help our clients get out of shame and into power so that we don't have to use pain or shame to sell. Instead, we can get people into informed, liberated, powerful decision-making places. We can use vision instead of pain to sell, and there is research from the Center of Community Change showing that this kind of model (when we lead with vision and values) really is more effective than leading with pain or shame.

I want to take you through my model for figuring out who your client is and what root issues they're navigating, what biases are used against them and language-ing that so they can see themselves in it and make an informed, deliberate, powerful decision to work with you, rather than activating pain, pressing on it, agitating it some more, and subconsciously triggering a behavior sequence in which people make unconscious decisions rather than deliberate decisions.

Before I get started, though, I want to pause and acknowledge that I am holding this call from the traditional and unceded territories of the Stó:lō Nations, and I say that before everything I do because I want to honor the stewards of this land, I want to say how grateful I am for their leadership, past and present, with an emphasis on present, and because I want us to be located in our reality. None of us have been born into a culture of justice. None of us have grown up speaking the language of justice fluently, and so, we have to learn how to do that. We have to learn how to shift our culture towards justice. We have to learn how to stop cosigning a culture of injustice and start developing a culture in which we can all flourish. We need to learn

to speak the language of justice. We need to learn business practices that create money and justice at the same time. That's what we're doing with The Feminist Copywriting Framework and with this module and tutorial today about locating your client through the lens of justice.

MANSPLAINING

A little context -- let's talk about mansplaining, shall we? Now, mansplaining is a relatively new word. I would be surprised if it's more than ten or twelve years old, and I remember its impact on my life when I suddenly realized there was a thing called "mansplaining," a thing that was happening. Before that, however, I spent a lot of time reading books about confidence. I spent time going to workshops about how to communicate so that people would take me seriously, because I was having the experience of being talked over. I was having the experience of being cut off. I was having the experience of trying to raise ideas in meetings only to have someone else raise the same idea and it be their project. So I was really thinking that something was wrong with the way that I projected myself and the way that I communicated, and I was trying endlessly to remedy those defects in myself. Then, low and behold, the clouds parted, the angels sang, and I learned that mansplaining was a thing. Suddenly, years of my life came into focus.

There was nothing wrong with the way that I was communicating. I was not failing to project confidence. I was simply a woman navigating patriarchy, and I was being underestimated and undervalued and over talked because of that. It had nothing to do with me. I could take all the courses in the world, and men would still mansplain over me. In a way, it's disheartening, but in a way, it's liberating and powerful because I realized that this was a thing that was bigger than me, and I could actually take the action about it. I stopped thinking that I was the problem. I got out of the shame spiral and the negative self-talk. I wasn't the problem, but I could take powerful action to observe what was going on. Indeed, when we simply observe, often out loud, what we see, we break the spell.

So if you are being talked over and you say, "Wow, this feels a lot like mansplaining," instantly, the temperature in the room will change, instantly, the power dynamic changes, instantly the person who's talking over you and not taking you seriously will have to explain themselves and, perhaps, even take some corrective action. When we have a word for what we are experiencing, and when we can take a step back and toggle out and see that

the thing that's happening is bigger than us, then we get out of shame and into power, and we're able to observe what's happening rather than being activated by what is happening. We can take action to interrupt what is happening rather than internalizing it and feeling like we are the problem. We are not the problem, but when we have concepts like this and words for our experiences, we can be part of the solution. That is what happens after we realize a thing is a thing.

What I'm talking about with that word "mansplaining" and what I'm talking about when I'm saying "toggle out and see the big picture" is we have to develop an analysis of the systems around us. Whenever we can develop an analysis, we get into the position of being able to see the matrix and navigate it. It's almost like those scenes in *Mission Impossible* movies where there's all these laser beams across the room, and someone can take these amazing tumbles and amazing action not to set those alarms off. That's what we can do when we can see those laser beams, when we can see the tripwires of our culture. Whenever we can facilitate that for our readers and our clients we're making a culture-making move, but we're also facilitating someone else having an experience of their own power and being able to navigate more proactively, explicitly, and without tripping off tripwires.

In our tutorial today, when we're trying to locate our client, we're specifically doing this forensically for business reasons so that we can figure out how to position our offers to resonate with our right clients, but we're also solving a larger culture-making challenge. The first domain where we're creating solutions is in the customer area.

Today, we're going to figure out how to define and understand your customers and what they're experiencing so that, very practically, you know how to write copy for them, and we're gonna figure out how to write specific, effective, money-making copy for that unique client through the lens of justice without any pain points being required. That's the customer business revenue practical problem that we're solving. It's a two-part problem. Then, on the culture making side of things, we're going to witness and acknowledge that self-help, spiritual, and empowerment industries, often, in their business practices and in the media that is created around them, erase the cultural context, individualize and gaslight. We're gonna do the opposite.

What I mean by that is we learn in self-help spaces that we just need to shift our mindset, that we need to change our behaviors and our patterns, and then whatever we're experiencing will go away. But we can't shift our mindset

out of systemic racism, right? Mindset isn't gonna fix that. That is actually a different problem, and when we erase that context, we end up gaslighting the people who are experiencing the consequences of racism that get leveraged against them. What I want us to do, instead, is to bring the cultural context back into our media and our work so that we help people understand, again, the tripwires that they're navigating so that they don't feel like they are the problem and so that they can take powerful action to avoid the tripwires that are laid out for them.

The other part of the culture-making problem that we're trying to solve is that traditional copyrighting leverages shame and pain to subconsciously activate us into behavioral reactions, but what we want to do is facilitate powerful, informed, deliberate decisions. The outcome of solving these two problems is that we're going to be able to make money and justice at the same time. We're not gonna rely on making money the old school way, which is by exploiting and extracting. Instead, we're gonna learn how to make money through the lens of justice. We're gonna make money and justice at the same time.

LOCATING YOUR CLIENT

Now, we're gonna figure out how to locate our clients. In any other training, this would be called finding your client avatar. Indeed, there's a piece of what we do that is totally standard. We need to look into the demographic of your client, but then we need to go into the psychographic of your client. Who are they? What are they navigating in the world? What are the identities and biases that get used against them? What are they navigating socially in the world? Because that will tell us what the real barriers to their rise is. It's not that they lack confidence. It's that they're navigating a world that underestimates them systematically. When we understand that, now we can design offers and intellectual property that actually helps people take powerful action to address those root causes.

So yes, we do need to know how customer demographic. That's our starting point. I would advise that you just print out these slides and go through and answer these questions. What's the age range of most of your clients? What are the genders of most of your clients? What are the identities? Are they queer? Are they white? Are they brown? Are they Indigenous? Are they trans? Are they fat? Are they thin? What are the various social identities that are meaningful, and how did that impact them? What are the biases that get

used against your clients? This is actually really important to know, and I'll pick up more on that in a second.

We need to know their income because that tells us how much disposable income they have and whether or not there's a fit between our business model and what they can purchase. What's their occupation? What do they want to be their occupation? What's their marital and family status? Where do they live? Do they live in urban? Do they live in rural? What countries do they live in? You need to know all of this. This is all very basic and important information. Then, we're gonna move over from the demographic that we just sketched out to the psychographic. What are their true core desires?

When I look at my business, I work with entrepreneurs, and entrepreneurs want to make money. That's a core desire: we want to make money. Then, the entrepreneurs I work with have culture-making commitments, have anti-capitalist commitments, have anti-racist and anti-oppressive commitments. The people I work with are feminist entrepreneurs, so their core desire is justice. The core desires of my people are money and justice, and so, my positioning has to speak to both of those core desires. I've got to construct programs and offerings that help them achieve those true core desires. It's not enough to just ask yourself what they want, it has to be one or two or three things because sometimes there is a way in which it seems like the two things that they want might be antagonistic or in opposition to each other.

Certainly, in my mainstream offerings, it would seem like money and justice are in opposition to each other, but in my world, they are fellow travelers, and we have to figure out how to do both at the same time. They are both non-negotiables. So another way to think about this if core desires isn't helping you figure out what it is we're talking about, you can ask yourself, "What are their non-negotiables?" The people I'm working with are absolutely non-negotiably building anti-racist and anti-oppressive businesses. If they can't do it that way, they don't even want to do it. The people I'm working with need to have right flourishing livelihoods as well. So money and justice are non-negotiables. That's another way to think about it. What are your clients' two non-negotiables?

What do they want to avoid? My people want to build money and justice, want to grow money and justice, want to grow flourishing anti-oppressive businesses without burning out. What do your people want to avoid? Again, this just helps us get clearer and clearer about how we're going to build

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intellectual property to serve these core non-negotiables without stepping into any of the traps and the things that people want to avoid. Then, what's getting in their way? If we've done our job and thought about their identities and toggled out and thought about them moving in the world and the biases that get used against them, then we can figure out what's getting in the way. It's never them.

Remember when I was talking about mansplaining and I was blaming myself about it and I was taking courses and reading books about confidence and communication, none of that was actually my problem. My problem was that I was a woman navigating sexist workplaces. That was the problem. So strategizing with me about how to navigate sexist workplaces would be much more effective than teaching me how to psyche myself up and feel more confident. Maybe psyching myself up and feeling more confident is part of navigating a sexist workplace, but I actually have to hone in on the real problem in order to truly solve it. We have to ask the right questions to solve the right problems.

Understanding in the big picture what's getting in your people's way, and it's never them. This is so important. I can't say it enough. Traditional online copyrighting and the self-help industries rely on making us the problem. Then, we buy something to solve it, right? Then, we internalize all of these noxious messages about all the things that are wrong with us and spend money endlessly to fix it, but there is nothing wrong with you. There's nothing wrong with our clients. What is wrong is they're navigating terrible cultural contexts, and we need to help them solve that. So as soon as you can language the big picture, what's getting in people's way, they get out of shame and into power, and they sign up for the right kinds of offerings, the ones that actually solve the root issues.

WHAT DO YOUR CLIENTS EXPERIENCE?

Another way to toggle out and take a step back and see that big picture is to ask yourself what do nearly all of your clients and people like your clients who share the same identities as your clients experience? Nearly all of my clients experience being overwhelmed and exhausted, and that's because 90 percent of my clients are women or people who present as femme in the world or have femme life experiences in the world. They are overwhelmed and exhausted because they are the support systems. They are the care networks. In addition to having their businesses, they have very high care

expectations and responsibilities placed on them. They have a first shift (and in Arlie Hochschild's words) a second shift, and a third shift of all the emotional labor that we have to put out into the world because we've been socialized as girls and women. That's what all of my people, all of my clients, tend to experience.

It's not because they're not good at managing their time. It's not because they're not good at being productive, which is the narrative I used to talk to myself. It's because more emotional labor is expected from them beyond what is expected of men. It is because their time is never assumed to be theirs, and people feel very comfortable extracting time from them, so they don't have enough time to do their own thing. If we know that that's what's happening, then we can help people take invasive action. Again, just teaching people that that is what is happening gets them out of shame and into power. That can often solve the problem just as it is without a lot of other things.

Anyways, we really need to come back to what do nearly all of your clients experience, because if nearly all of them are experiencing it, it's now a collective issue. We have to language that, and that's what sets people free to take powerful action to decide to work on a problem that's bigger than them. That's the other thing. If we realize a problem is bigger than us, that we're not the individual problem, then we know we need to get support on it, because if we just let it run as it's designed to run, it's gonna pave over us. Knowing that something's bigger than ourselves is when we know we need to get help working through it. We need support. We need camaraderie. We need structures and containers. Every time something is happening to all of your people, a collective issue is at play.

It is so appropriate that in the moment that I'm talking about how women's labor gets extracted for them, that nobody expects their time, that I get interrupted by people trying to get my time. Very appropriate. Anyhow, moving on.

Anytime that your people are all experiencing the same thing, it means there's a collective systemic factor at play. You need to toggle out from what's going on in their lives and see what the bigger system is that's producing that barrier, and you need to put language on that thing and explain to people that yes, this is a thing. This is why really knowing who your client is, is important. We can't move forward with figuring out how to position your intellectual property, to design your core offerings, or build your copy until we

really understand the client and what they're experiencing. What's the problem? What's the real root issue? We only know that if we know your client and their identities and what sociocultural context they're navigating, what biases that can be used against them, now we're getting in on the root issue and we can language that. Toggling out is a critical step.

WHAT IS THE GRAND, OVERARCHING VILLAIN?

This is the villain. When you toggle out and you see the big systemic factor framing up your client's experience, you have figured out your villain, and you need to give that villain a name. Now, often, the villain's name is patriarchy or white supremacy, but you need to give your unique door a name. If in the middle of the arena is white heteronormative patriarchy, then every one of us has a different door into that arena. Whatever your work is, you need to name that door. If an arena is the big over-arching villain of patriarchy, what is your unique way of interfacing with that villain?

My villain is The Female Lifestyle Empowerment Brand. It's the way that marketing intersects with oppression and reinforces it. That's my villain. That's the thing I'm helping feminist entrepreneurs get free of and take invasive action to develop other solutions. So that is actually my industry villain, right? My brand overarching villain is, say, white supremacist, heteronormative patriarchy. My industry villain is The Female Lifestyle Empowerment Brand. We want to have different levels of villains, that way you can talk about the broader context and get narrower and narrower and more focused so that your client starts to recognize it in their own life. Then, we want to go into their daily lives, and who are the henchmen (the junior villains) showing up in their daily lives?

The henchmen showing up in my clients' lives, again, would be overwork and overwhelm, would be holding themselves back, would be feeling embarrassed of their own marketing. Those are all the henchmen getting in the way, but they're all in service of The Female Lifestyle Empowerment Brand and in service of white supremacist oppression. Those things, they're a crime organization, right? They're a layered crime organization, and they're getting in the way and blocking our clients. As soon as we can put names on them, then our people can recognize them and get free of them. Take powerful, invasive action around them.

CUSTOMER RESEARCH

After we've done this demographic and psychographic profile, after we've developed this map of our client, and after we've developed an understanding of the real root issues that are blocking our clients' aspirations, then we need to do some more practical customer research. This research may confirm or disprove our initial hypothesis about our client and audience. This research will definitely help you find concrete language rather than conceptual language. Most of us who are coaches and healers and academics and artists and writers will default to using the abstract conceptual language, but that language doesn't sell and it doesn't make sense to people. We need to use the language that they are using, the concrete language they're using, so that's what we're going to do with this customer research.

Now we know who our client is. We have a hypothesis. We think that this thing, problem X, is what's getting in their way, this sociological phenomenon. Now, what we would need to do is go and do some research on Facebook. This is a really unusual thing for me to say, but in this sense, Facebook is gonna be our best friend. We want to do some research on Facebook and actually log comments in a spreadsheet and look for patterns.

After I've done some consumer research, and I've got a hypothesis about who my client is and a hypothesis about what I think the problem is and what I think the systemic block is and what they're navigating, then I'm gonna go on Facebook and I'm gonna research it. I'm gonna look, for example, on Facebook for "feminist business" or "anti-oppressive business," and I'm gonna look for posts and groups where people are talking about these things. Now, in these posts, I don't really care what the original person is saying because, often, it's going to be someone who's in the same business as me. It's not really so much about what they say in the post. What I'm looking for is a post that has 50 or 100 comments, and I'm gonna log all of those comments in a spreadsheet. The reason I'm gonna log those comments is because those are the clients that I am looking for, and I want to know what they are saying out of their own words. In their own words, what are they saying the problem is?

So I went and looked up "feminist business," for example, and there was a response, a comment, that says, "I have finally been doing some stuff and not just thinking about it which has been holding me back for literally decades. I want to do this or that, but I never execute. I'm full of ideas but I never do them. The problem is I want to do everything." I'm looking at this -- I'm full of ideas but I never do them. Now, if I was had my forensic marketing hat on, I

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would create an Instagram post that said something along the lines of, "Are you full of ideas? Let's execute them. Let's implement them." Or, "Let's implement your beautiful ideas," or something like that.

It never occurred to me, initially, when we were constructing this demographic and psychographic, that one of the problems is that people have lots of ideas but get stuck in the ideational phase and don't execute. So I can develop a course or something about how to get out of idea zone and into action, and that would be a useful thing for my people. This is where you're gonna get new ideas and really understand what's showing up. What are the henchmen showing up and blocking your clients?

I want you to log Facebook comments in a spreadsheet and look for the reoccurring phrases and words. Then, even start pulling the reoccurring phrases and words out. That is gonna help you figure out what kind of language you need and what your client needs. This is us locating the client. First, we had a hypothesis about the demographic and psychographic and the problems that they were navigating. Now, we're dialing it in even tighter and looking for (in their own words) what is going on.

The step by step is go to Facebook, search for posts with key phrases that relate to your business and relate to your customer hypothesis, look at the comments (not the original post, the comments from clients and readers), create a spreadsheet and log the client comments. Step four is look for the phrases and sentences and words that repeat. Use these words in your copy. You're looking for what they want to do and you're looking for what they want to avoid. Print this slide out. What phrases are they repeating? What words are they repeating? Start jotting them down here. Then, (this is really important) if you're already working with people, what are the things that they say over and over and over to you? That is an indication of something that you need to say back out in the world.

I used to have clients come to me all the time, and they would book a session with me, and the first thing I'd say is, "Why are you here today? What's our intention," and they'd say to me, "I just need to get my shit together. Oh, Kelly, I just need to get my marketing shit together." So for a long time I had a service called "Let's Get Your Marketing Shit Together." People would book that. Whatever it is that your clients are saying to you is the language that you need to use to attract more clients like them. That's what this kind of research (logging those comments) can help you do. Locate the sentence, and also you

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can think through the clients that you're working with and what they're saying to you over and over and over again.

Here are some more things to think about: What do they want to achieve? What do they want to avoid? What is getting in their way?

We talked about these in the psychographic, but in the Facebook comments, where you're logging spreadsheets, you need to be looking for these things and running searches on these things too. If you have a hypothesis that they want to avoid overwhelm, then you would search your business keywords plus "overwhelm" on Facebook and see what posts come up. What do they want to avoid? That kind of thing.

That's what we're going to do to dial in really tightly to who your client is and how you can best position yourself to work with them. What's the beautiful Venn diagram between your work in the world and what your clients actually need? That sweet spot is where we're gonna build your business and we're gonna build your copy. We're gonna use five customer-centric feminist copyrighting tools.

FIVE CUSTOMER-CENTRIC FEMINIST COPYRIGHTING TOOLS

TOOL 1: NAME THE VILLAIN
The five customer-centric feminist copyrighting tools are: One, name the villain. We just talked a little bit about how to name the villain. As you work through the Feminist Copyrighting Framework, you're gonna learn how to name the villain. It's a bit of a spiral process. We might come up with a villain name, and then as you work through the modules, you'll get honed in tighter and tighter into a different name. Before I started using The Female Lifestyle Empowerment Brand as the name of my villain, I had another name that I used for three months. It doesn't necessarily follow a linear process. It is a spiral thing. You come up with a word, you work with it, and then you circle back and refine it and change it, then keep working with it and then you refine and change it. That is part of the process, and eventually, you write your way into your entire naming framework, but it can take a little bit of time and it can be a little bit of a loopy spiral process. The first tool is name the villain. We're gonna do more work on that.

TOOL 2: BEAR LOVING WITNESS

The second tool is to bare loving witness, and I'm gonna explain this. It's a crucial tool as you're working through all the rest of the modules. Really note this. How we're gonna bear loving witness. The reason we need to know how to bear loving witness as a tool and a tactic in feminist copyrighting is because then we don't have to use pain points. If we can figure out how to bear loving witness and observe a thing and let other people observe it so they get out of the shame and into the power, then we never have to use pain points.

TOOL 3: FACILITATE POWER EXPERIENCES
Then, we want to figure out tool number three which is to facilitate power experiences. I waved a little bit at this, but we want people to have epiphanies. We want people to have the experience of feeling capable and feeling hopeful and seeing the possibility. So wherever that is possible, we want to facilitate power rather than pain, because then people can make great decisions and they can actually start getting in action.

TOOL 4: BE CONCREATE AND USE THEIR LANGUAGE
Tool number four is to be concrete and use their language. I just showed you a way to find and excavate some of that language by actually looking at Facebook comments and mining them for patterns.

TOOL 5: WRITE TO ONE PERSON
Then, tool number five is to write to one person.

GOING FURTHER IN DEPTH

TOOL 1
So let's talk about tool number one, name the villain. We've talked about that a little bit already. We talked about it in the sense of mansplaining and putting a language for something that actually happens. Here's what happens when you name the villain and why it's such a critical part of the Feminist Copyrighting Framework. When you name the villain, then your client has an epiphany. They are not the problem, and when they have that epiphany and realize they are not the problem, that this is not a unique personal defect that they and they alone have, then they get out of shame and they get into power. When they're in their power space, they're more likely to take action, and, again, that comes back to the fact that they're in their power and not in a shame spiral. We can take action when we're in our power and not spiraling. When our client realizes that the problem is bigger

than them, then it becomes clear that it could be a really useful step to get professional support, to enroll in a container and a structure and a process that help you take evasive action to outwit the villain. When we, as feminist copyrighters and business builders, name the villain, that facilitates people in getting out of pain and shame and into action, then we no longer have to use pain points. All we have to do is name the villain.

TOOL 2
To bear loving witness is a specific tool, and what often happens is because we are trying to avoid agitating pain points or leveraging pain points, sometimes we avoid describing the problem at all, and that is not helpful because the client needs to see that you get it. Actually, when you describe the problem using the tool of bear loving witness, what we actually do is facilitate power rather than agitate pain. It's much like with the mansplaining thing. If I know that mansplaining is a thing, and I can see that it's going on, and I name it explicitly, instantly the spell is broken. If I know mansplaining is a thing, and I'm observing it happen, then I get psychological distance from it. It's much less activating for me because I'm observing it. I'm like, "Oh, this is a thing. I'm observing it," and it's not gonna land in my nervous system the way it does if I'm internalizing, "Oh, look at so and so talking over me again. I must really have a problem communicating. I must not be an effective confident communicator." It's different. So when you observe a problem, it's different than being activated by a problem.

The way that we can observe a problem, which is to bear loving witness to it and actually explicitly describe it to our people, is to use third person language. Third person is when we say something like "they," "them," "my clients," "people I work with," "students," to name the people affected by it. Third person creates psychological distance. Whenever you're in the territory of material that could be shame-y or pain point-y or activating people, use third person language to describe it because now you're bearing loving witness. You're still naming the problem, but you're using third person language so someone can get some psychological distance from it and observe it as though it's not happening to them. Third person helps clients observe the problem rather than experience the problem. Second person language makes the person experience it. Third person is less activating or triggering. Use things like "they," "them," "clients," "women," "men," "trans folks." Use the third person so that we can observe it rather than the word "you," which is second person, where we have to experience it.

To observe carefully is to bear loving witness. To actually describe a problem rather than sweep it under the rug is to bear loving witness. That's what I mean by bearing loving witness. It's an actual tool in the Feminist Copyrighting Framework. We witness problems, we name them explicitly, but whenever it could be painful or shame-activating, we use the third person language so that people reading it can get psychological distance from it and not be activated by it. They can observe it and make an informed decision about it, rather than getting activated by it.

TOOL 3
The third tool is to facilitate power experiences. This is actually the flip of the tool we just learned. We just learned to use the third person when things are shame-activating or painful or dysregulating, but when things feel good, when they are affirming, when they are powerful, when they make someone feel hopeful or efficacious, we want to use the second person which is "you" and "we." Second person creates identification and intimacy with the concept or experience that you're describing. We want to increase the intimacy with power and feeling capable rather than intimacy with pain. We use third person for pain, that's how we bear loving witness, and we use second person for power. If something's positive and powerful and inspiring, we use second person. Second person is the word "you." So "you feel great, you feel hopeful," that's okay. We don't say, "You feel shame, you feel upset, you feel pain." No, we'll say, "People in your circumstances often feel like such and such," or, "People in this place often feel such and such," or, "Here's what happens to the clients I work with." You say things like that. So third person for pain, and second person for power. Third person for pain is bear loving witness. Second person for power is facilitating power experiences.

TOOL 4
The fourth tool is to use concrete language. We want to use our clients' words as much as possible. We want to be really specific about how these villains that we are bearing loving witness to show up in their day. We want to describe that in detail. So yes, we want to say something like this, "Learn how to speak up in the meeting at 2pm, instead of waking up at 2am with the perfect thing to say." We don't want to say, "Learn how to find your voice and self-express." We want to be specific and name an experience that people will recognize. We want to use what is actually going on in their lives rather than leveling it up into concept and abstract language.

Remember that customer research spreadsheet? We are going to use it to find the words your clients are using. Mine that spreadsheet for the words

your clients are using and describe their experiences as detailed as you can. Use concrete language.

TOOL 5
The fifth customer-centric writing tool is to write to one person. What you do here is you think about one of your clients. You hold that person in your head. You literally close your eyes and visualize them, and you think, "What does she need to hear from me about XYZ?" Then, whatever you were gonna write, you write it to her and her alone or him and him alone or them and them alone. You write it to one person. You don't want to fall into the trap of writing something that feels like it's being addressed to an audience because it loses focus, it loses specificity, and it loses heat, but if you write something to one person, you're gonna write in a way as though you are having coffee with them. It's gonna feel immediate and personal and human, and the language you choose will be different.

I often close my eyes and write to someone I call my feminist wise woman, Leanne Raymond. I will often write to her and think, "You know, what would Leanne like to hear me say about XYZ?" I write to her the way I would talk to her if we were having coffee at a table. That's your fifth tool. Write to one person. Close your eyes, summon someone to you, think about them, and write to them specifically. Everybody else who reads it will feel so much more intimate with the words because they'll be written in human language.

Before we leave, though, if the only thing that you remember from this part of the workshop is this, you will be much better positioned to work your way through the feminist copyrighting modules and building out your language and building out your intellectual property. Whenever you're gonna talk about pain or shame, use the third person. That helps people observe it rather than experience it. Whenever you're talking about hopeful delicious stuff (pleasure, joy, power, hope, optimism, capability, competency), then use the second person. So use second person for power and third person for pain. Use third person for pain and second person for power. Third person for pain is to bear loving witness. Second person for power is to facilitate power experiences. Those are two of the tools.

HOMEWORK

Now, your homework is to print the demographic, psychographic slides from the beginning of this tutorial and complete them. Go through and get a really

good sense of who your client is, then create your customer research spreadsheet. Go to Facebook, mine comments, and literally highlight reoccurring phrases and words in your spreadsheets. Now, what you've done is you've located your client. You understand the systemic issues that they are navigating. You understand who they are. You understand what they're trying to accomplish. You understand what they're trying to avoid. Hopefully, you've got it in their own words, and you've probably even discovered some of the things they want to avoid that hadn't occurred to you. You've probably discovered some of the things that they're trying to accomplish that hadn't occurred to you. Those are your two steps for locating your client.

RESOURCES

Your resources for today are the book. It's a very short book. It's actually a very long essay and a short book called *Men Explain Things to Me* by Rebecca Solnit. That is where the feminist blogosphere came up with the word "mansplaining." It was inspired by Rebecca Solnit's essay, *Men Explain Things to Me.* She didn't come up with the word. The feminist blogosphere came up with the word to explain the phenomenon of men overtalking and explaining things to women that women, in fact, know better.

Thank you for being here today. I hope this helps you locate your client, locate the collective systemic issue, framing up their experience, and understand their identity and how it might be being used against them, and how it might actually be those systemic issues that are blocking their way. If you marry that thing, you help people get out of shame and into power. You help people realize that they are trying to outwit something that is bigger than them, and they then get into a place of deliberate decision-making and commitment. That is the place where they're going to sign up and it's going to be a deliberate powerful decision that moves them forward rather than a subconsciously triggered decision that actually undermines your joint work together.

Thank you for being here. I hope this helped, and I look forward to working through the rest of the modules as we build out your copy and your intellectual property and the business strategies for putting all of that out in the world.

Thanks. I'll see you soon.