

REBUILD CONTENT AROUND BUYER PSYCHOLOGY

BUYERS DON'T MOVE BECAUSE THEY LEARN.
THEY MOVE BECAUSE THEY FEEL TENSION.

BUYER PSYCHOLOGY

HOW TO USE THIS WORKSHEET

You've now identified the gap.
Your content educates.
It builds authority.
It creates engagement.
But it doesn't activate decisions.

Today we rebuild your content around buyer psychology instead of pure information. The goal is to move from "this is helpful" to "I need to fix this."

This worksheet helps you restructure content so it creates tension, clarity, and urgency.

THE WORKSHEET:

<p>1. Identify the costly problem</p> <p>Finish this sentence: "My ideal buyer is currently losing _____ because _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> revenue / their funnel leaks clients / weak follow-up time / unclear process <p>Write yours: _____</p> <p>Content must highlight what's at stake.</p>	<p>2. Define the cost of inaction</p> <p>Finish this sentence: "If nothing changes, they will continue experiencing _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> inconsistent income stalled growth frustration burnout <p>Write yours: _____</p> <p>Buyers act when inaction feels painful.</p>	<p>3. Identify the false belief</p> <p>Finish this sentence: "They believe the problem is _____, but the real issue is _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> lead volume / weak conversion price / poor positioning competition / unclear messaging <p>Write yours: _____</p> <p>Challenging assumptions creates authority.</p>	<p>4. Create tension statements</p> <p>Finish this sentence: "If you're experiencing _____, it's because _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> high engagement but low revenue / your content lacks urgency booked calls but no deals / your decision framing is weak <p>Write yours: _____</p> <p>Tension moves attention toward solutions.</p>	<p>5. Shift from tips to diagnosis</p> <p>Finish this sentence: "Instead of teaching how to do _____, I should expose why _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> better marketing / their system leaks better closing / their call structure fails <p>Write yours: _____</p> <p>Diagnosis creates urgency faster than tips.</p>
<p>6. Define the transformation</p> <p>Finish this sentence: "My content should move readers from _____ to _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> confusion / clarity comfort / commitment interest / action <p>Write yours: _____</p> <p>Movement must be clear.</p>	<p>7. Strengthen authority positioning</p> <p>Finish this sentence: "I am not here to _____, I am here to _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> be liked / create results get engagement / drive decisions share tips / fix systems <p>Write yours: _____</p> <p>Authority triggers trust.</p>	<p>8. Redesign your content formula</p> <p>Fill in: Problem → Cost → False Belief → New Frame → Decision Prompt</p> <p>Write a sample outline: Problem: _____ Cost: _____ False Belief: _____ New Frame: _____ Decision Prompt: _____</p>	<p>9. Define your decision trigger</p> <p>Finish this sentence: "After consuming my content, buyers should think _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> I need to fix this this is costing me I should book a call <p>Write yours: _____</p>	<p>10. Lock the principle</p> <p>Finish this sentence: "Content that creates tension produces _____, not _____, not _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> movement buyers decisions <p>Write yours: _____</p>

Why This Matters:

Information builds interest. Tension builds urgency. Urgency builds action. When your content shifts from teaching to diagnosing and reframing, buyers start seeing you as the solution instead of just another voice in their feed. Tomorrow we install a content system that consistently triggers buying behavior instead of passive engagement.

If you want help building content that turns attention into buying intent:

<https://square1grp.com/brainstormsession>