

# 10 PROVEN WAYS TO SOLVE PROBLEMS, BUILD TRUST, AND TURN YOUR AUDIENCE INTO BUYERS

You aim to create solutions that build trust, solve problems, and drive sales. Because the fastest way to grow your business is by helping your audience win.

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## WHY VALUABLE SOLUTIONS MATTER

- People buy from those they trust.
- Trust comes from solving real problems and offering quick wins
- These 10 types of solutions are easy to create, highly engaging, and designed to bring in more leads and sales.



## I. FREE CHECKLIST OR CHEAT SHEET

It Is a simple, actionable resource that helps solve a specific problem

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The Magic of Checklists

- Quick to consume and immediately useful.
- So you can turn overwhelm into action
- And it feels like instant progress.

“

**People don't want to think—they want to do.”**

Give them a ready-to-use roadmap. A checklist they can follow immediately and feel like a winner. No fluff. Just action.

So give them bite-sized steps that make them feel like they're winning at every stage.

Example: “5 Steps to Create High-Converting Landing Pages”



## WEBINAR

## 2. EDUCATIONAL WEBINAR OR LIVE TRAINING

It Is a live or recorded session teaching a topic your audience cares about.

- Builds authority and gives prospects a preview of your expertise.
- It helps create Connection
- Real-time interaction builds trust faster than pre-recorded content.

“Teach them live. Show them your magic in real-time.”

A webinar isn't just a lesson—it's your moment to shine, to connect, and to leave them thinking, “I need more of this!”

So always end with an irresistible CTA, like a paid offer or an upsell.



### 3. FREE TEMPLATE OR SCRIPT

These are pre-made resources your audience can adapt to their needs.

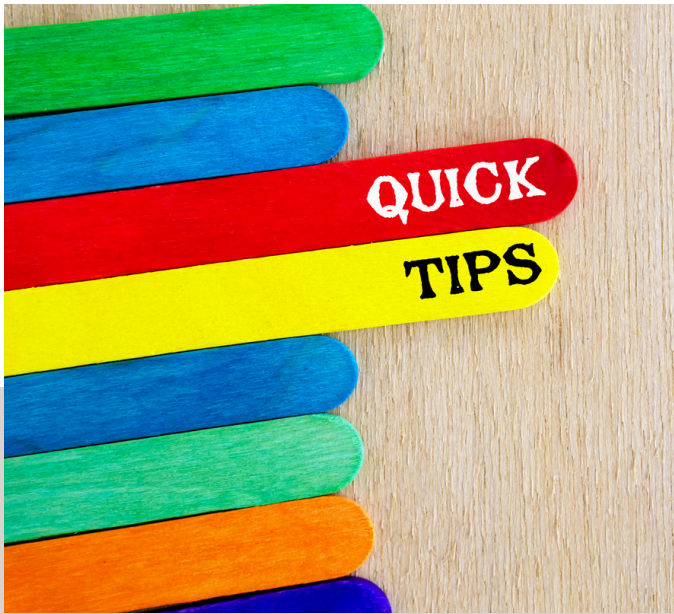
#### Templates That WOW

- Saves them time and removes the guesswork.
- You're not just helping; you're being unforgettable.
- Templates position you as a problem-solver who delivers results.

**“Don't just tell them what to do—hand it to them on a silver platter.”**

Give your audience something they can use immediately—like templates or scripts—to make their lives easier.

Examples: “Email Funnel Blueprint Template” or “Sales Script for Coaches”  
“Email Templates That Convert: Just Copy, Paste, and Send.”



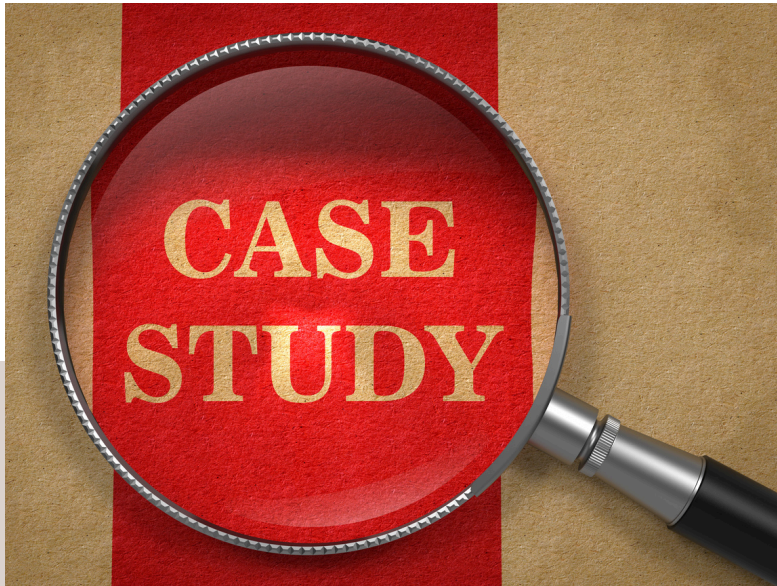
## 4. QUICK TIP VIDEOS

These are Short, engaging videos offering actionable advice.

### Quick Videos, Big Impact

- Videos are engaging, personal, and easy to digest.
- Perfect for social sharing and establishing credibility.
- A 2-minute tip video can hook someone faster than a 2-hour training.
- Keep it short, sweet, and packed with value.
- Always end each video with a teaser for your next one or a link to your paid offer.





## 5. CASE STUDIES OR SUCCESS STORIES

These are real-life examples in story format of how you or your product helped someone succeed.

### The Power of Stories

- Nothing builds trust like real stories of success
- Stories evoke emotions and make complex ideas memorable
- Share how someone went from stuck to thriving—with your help or your methods.
- Highlight specific results to make the story even more compelling.

Example: “How Sarah Tripled Her Coaching Revenue Using Just 5 Emails.”



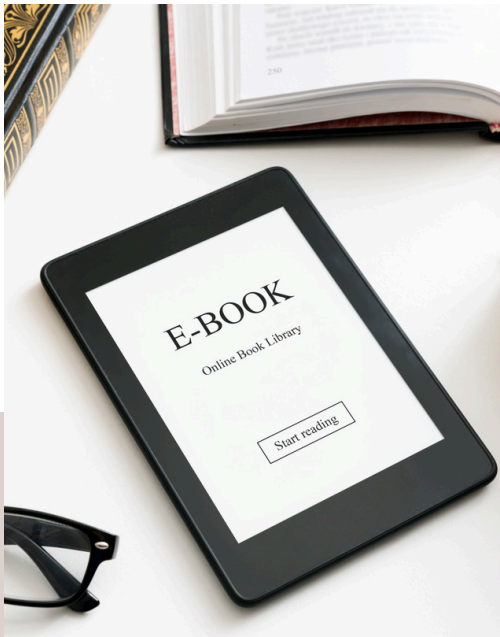
## 6. MINI-COURSE

This is a bite-sized version of your larger product or service.

### **A Mini-Course That Hooks**

- Provides massive value upfront and builds interest in your main offer.
- A mini-course isn't just value—it's the beginning of a relationship.
- Offer a bite-sized version of your expertise to show what's possible when they work with you.
- Make it actionable, make it exciting, and watch them come back for more.
- Or you end the mini-course with an upsell to your premium program or service.





## 7. FREE EBOOK OR GUIDE

This is a downloadable resource packed with insights.

**Write it once, let it work for you forever.**

- They're the ultimate “take me seriously” move in your niche.
- They position you as an expert while solving a key problem.
- They help you build authority and trust.
- Create a guide or eBook that solves a specific pain point for your audience.
- Include actionable steps and make it visually appealing.

Example: “The Ultimate Guide to Building Your First Email Funnel”



## 8. RESOURCE LIBRARY OR TOOLKIT

This is a collection of valuable tools or links your audience can use.

**“Share the Tools You Swear By.”**

- Share your resources and position yourself as the insider they need.
- Put together a resource list or toolkit with your favorite tools, apps, or strategies.
- It feels exclusive, like insider knowledge only you can provide.
- And it offers multiple quick wins in one place.

Example: “10 Tools Every Course Creator Needs to Succeed”

“10 Tools Every Coach Needs to Scale Their Business.”



## 9. PERSONALIZED ASSESSMENTS OR AUDITS

This is a one-on-one evaluation of their strategy or business.

**“Tell them exactly what they’re doing wrong (nicely).”**

- This provides tailored value and opens the door to premium services.
- It feels exclusive, and builds trust.
- Offer a free audit, assessment, or consultation to help them identify their gaps.
- Use the audit to transition into a paid service or offer naturally.

Example: “Free Email Marketing Audit for Coaches and Creators”



## 10. INTERACTIVE QUIZZES

This is a fun and engaging way to learn more about themselves or their needs.

- Quizzes are interactive, engaging, and wildly shareable
- And they're a sneaky way to learn more about your audience, too
- It drives engagement and helps segment your audience.
- You can use quiz results to recommend a personalized next step, like your product or service.
- Lastly, Make It Fun!

Example: “What’s Your Email Marketing Strength? Take the Quiz!”

A hand-drawn graphic showing the text "What's next?" in a large, bold, black, handwritten font. A hand is visible on the right side, holding a black marker and finishing the question mark. The text is enclosed in a simple black rectangular frame.

# What's next?

## WHAT'S NEXT?

- Choose 1–2 of these solutions to start with and focus on solving a specific problem for your audience.
- Keep it simple and make it easy for them to take action.
- Remember: Solving their problem is the fastest way to build trust—and the easiest way to grow your business
- And the key to trust and sales is creating value that's relevant, actionable, and easy for them to use.