Solution

# 1. Challenges

*Below is an example answer. Your solution may differ from the one provided – that’s okay! The goal is to think about how to put these marketing tips into practice.*

c. An example of an unspoken challenge an ideal client might have if you are running a leadership program is lack of retention.

There are two types of challenges:

1. The spoken challenge – surface answers you will get from clients, e.g. they want to attract more customers, have better customer service or a better quality product.
2. The unspoken challenge – answers under the surface that clients might not tell you directly, e.g. what are their fears? Fears of not being enough, fear of failure, letting down family and co-workers.

If you were running a leadership program, an unspoken challenge your ideal client might have is lack of retention. Losing key staff may be a big fear of your client’s that they do not want to tell you directly. By understanding their unspoken challenge, you can tap into this emotion of fear, and address how your product or service can help resolve it.