



What to Say So People Stop Saying 'Let Me Think About It'

How to Speak to Problems People Actually Lose Sleep Over

The Conversation That Changes Everything

Picture this: You're talking with a successful consultant - someone with 15+ years of experience and a track record of delivering real results. They're frustrated because, despite their expertise and proven methodology, they're not attracting clients as consistently as they should.



When you ask them about their "market," they start describing segments: "We serve mid-sized businesses," or "Our clients are professionals aged 35-55," or "We work with growing companies in the Southeast."

They know exactly what they do. They can cite case studies. They have testimonials.

But here's what's happening: **They're thinking about markets as categories instead of problems, and speaking in the language of analysis instead of human experience.**

Sound familiar?

What Is a Market, Really?

Before we go further, let me ask you a simple question: When I say the word "market" (the noun, not the verb), what comes to mind?



You might find yourself thinking of:

- Demographics (ages, income levels, education)
- Industries (healthcare, technology, manufacturing)
- Geographic regions (Northeast, urban areas, international)
- Company sizes (small business, enterprise, Fortune 500)
- Roles (executives, managers, entrepreneurs)

**Here's the problem with that thinking:
Categories don't feel pain. People do.**

**A market isn't a demographic segment.
A market is a group of people who share the same problem.**

This isn't just a semantic difference - it's a fundamental shift that changes everything about how you position your expertise, design your solutions, and communicate your value.

When you think "market = demographic," you create solutions for categories.
When you think "market = shared problem," you create solutions for human experiences.

And people don't buy solutions to categories. They buy relief from problems they're actually experiencing.

Quick Start: Experience the Power in 5 Minutes

Ready to see how this works? Here's your first step:

1. Think of your best client success story.

- Someone who got incredible results working with you

2. Remember how they described their problem BEFORE finding you.

- What exact words did they use?
- How did they sound when they explained their situation?

3. Write that down in their actual language.

- Not your professional analysis, but their raw, emotional description

4. Test it in your next conversation.

- Use their exact words when describing who you help, and watch the response



This single exercise will show you the difference between expert language and human experience language. Once you feel that difference, you'll understand why this translation work is so powerful.

The Two Languages Every Expert Must Master

Once you understand that markets are groups of people sharing problems, you realize you need to speak two different languages:



Expert Language (How You Think About It)

This is the analytical, professional way you understand the problem:

- "Cash flow management challenges"
- "Leadership development needs"
- "Strategic planning deficiencies"
- "Organizational communication breakdowns"

Human Experience Language (How They Live It)

This is the conversational, emotional way your people actually talk about the problem:

- *"I keep putting off looking at the numbers because honestly, I'm scared of what I'll find."*
- *"Every time I have to give feedback, I end up putting it off until it becomes a bigger problem."*
- *"We're always scrambling to respond to whatever crisis pops up instead of actually planning ahead."*
- *"It feels like no matter how clearly I explain something, people walk away confused."*

The difference? One sounds like a consultant wrote it. The other sounds like something someone would say to a friend over coffee.

Why Resonance Changes Everything

When your language matches how people actually experience and talk about their problems, something powerful happens: **resonance**.

Resonance isn't just about better marketing (though it creates that).

Resonance serves two critical purposes:

Radiating Externally:

Better Market Connection

When your messaging uses the actual language people use to describe their problems, they immediately think "That's exactly what I'm going through," instead of "I think that might apply to me."



Radiating Internally:

Better Solution Design

When everyone in your organization understands problems in human terms, you design solutions that actually address what people are experiencing, not just what you think they need.

Marketing can be mistaken for a cosmetic fix—polishing the pitch, tweaking the visuals, hoping it'll click. But meaningful marketing doesn't start with polish. It starts with people. With empathy. With a clear understanding of the problem you solve and a solution that earns attention because it deserves it.

The Empathy Bridge: From Analysis to Experience

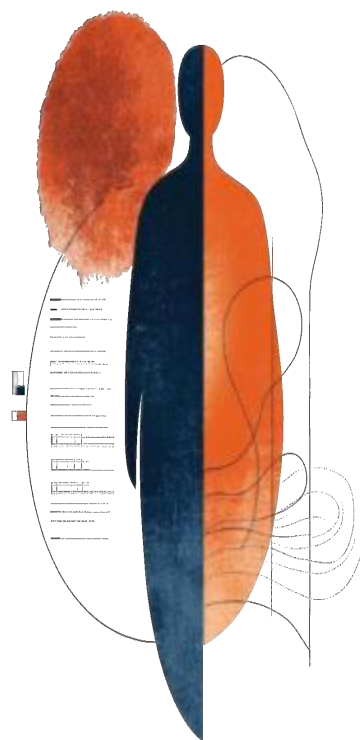
The most successful experts have learned to build what we call an "Empathy Bridge" - a way to translate their analytical understanding into authentic human language.

The Bridge has four spans:

Span 1: What You Solve (Expert View)

Start with your analytical understanding. What do you fix? What do you improve? What outcomes do you create?

Example: "I help optimize cash flow management for small businesses."



Span 2: When People Feel This Pain (Situational Trigger)

When exactly does this problem show up in their daily life? What specific moment makes it urgent?

Example: "When they're lying in bed at 2 AM thinking about whether they'll have enough to cover payroll."

Span 3: How They Actually Talk About It (Their Words)

What would they say to a trusted friend about this situation? How do they describe the feeling?

Example: "I keep putting off looking at the numbers because honestly, I'm scared of what I'll find. What if I can't make payroll? What if I have to let people go?"

Span 4: The Real Impact (Quality of Life Effect)

How does this problem affect their relationships, peace of mind, decision-making, or daily routines?

Example: "It affects everything - I can't sleep, I snap at my family, and I avoid making any decisions that could grow the business because what if I'm wrong?"

The Human Experience Translation Framework

Now let's put this into a format that captures authentic human experience.

The structured approach: "As a [ROLE], when [SPECIFIC TRIGGER MOMENT], I feel [EMOTION] because [WHAT I'M REALLY AFRAID OF], which means [DAILY LIFE IMPACT]."

But the goal is natural conversation: "What they'd actually say to a friend over coffee."

From Structure to Natural Language

Let's see how this works with real examples:

Structured Version: "As a small business owner, when I look at next month's cash flow projections, I feel anxious because I might not be able to make payroll, which keeps me awake at night."

Natural Conversation Version: "I keep putting off looking at the numbers because honestly, I'm scared of what I'll find. What if I can't make payroll next month? I lie awake thinking about having to let people go."

The difference? The second one sounds like something someone would actually say.

Translation Examples in Action

Financial Consulting

✗ Expert Language: "I help small businesses with cash flow management and financial planning."

✗ Structured Translation: "As a small business owner, when I look at my financial projections, I feel anxious because I can't predict cash flow, which affects my decision-making."

✓ Natural Human Language: "I avoid looking at the numbers because I'm terrified I won't have enough for payroll. I lie awake wondering if I should take that contract or if it'll put me under. Every business decision feels like Russian roulette."

Leadership Development

✗ Expert Language: "I provide leadership coaching for emerging managers."

✗ Structured Translation: "As a new manager, when I need to give feedback, I feel uncomfortable because I might damage relationships, which creates performance issues."

✓ Natural Human Language: "I keep putting off that conversation with Jake because honestly, I don't want to be the bad guy. We used to grab lunch together, and now I'm supposed to tell him his work isn't cutting it? I'd rather just hope it gets better on its own."

Business Strategy

✗ Expert Language: "I help organizations with strategic planning and operational efficiency."

✗ Structured Translation: "As a business leader, when planning for growth, I feel overwhelmed because there are too many options, which leads to reactive decision-making."

✓ Natural Human Language: "We're always in crisis mode. Every week, there's some new fire to put out, and I keep thinking we need to get ahead of this stuff, but who has time to plan when you're constantly scrambling? I feel like we're just making it up as we go."

Hunting for Authentic Language

The structured framework is helpful for organizing your thoughts, but the real gold is in authentic quotes—the actual words people use when they're being vulnerable about their problems.

Where to listen for these:

- Casual conversations at industry events
- Coffee meetings with clients or prospects
- Social media comments and posts
- Support calls or customer service interactions
- Online forums where your audience gathers
- Overheard conversations in relevant contexts

What to capture:

- The exact words they use (not your interpretation)
- The emotional tone and energy
- The specific situation that triggered this feeling
- Who they were talking to and in what context

How to capture it: Use your phone to immediately record a voice memo or write a quick note. Don't trust yourself to remember later. The goal is to preserve the authentic language and emotional tone.

Need help identifying emotions? Use this [Feelings Wheel](#) to get more specific about what people are actually experiencing.



Your Translation Workshop

Let's work through translating your expertise into human experience language.

Step 1: Start With Your Expert Understanding

What problem do you solve? (Use your current analytical language)

My expertise addresses: _____

Step 2: Identify the Human Trigger Moment

When exactly does this problem feel urgent to real people in real situations?

The specific moment when this becomes pressing: _____

Step 3: Listen for Their Actual Words

If someone was telling a trusted friend about this situation, what would they actually say? (Think coffee conversation, not professional consultation)

What they'd actually say: _____

Step 4: Understand the Ripple Effect

How does this problem affect other areas of their life - relationships, sleep, other decisions?

The broader life impact: _____

Step 5: Test for Authenticity

Does this sound like something a real person would say to a friend? Or does it sound like marketing copy?

Authenticity check: Does this pass the "coffee conversation" test?

Building a Problem-Listening Culture

Here's something most organizations miss: **Everyone on your team can be listening for problems, not just your marketing person.**

In fact, relying on one person to identify all the problems your organization should solve is not only unrealistic - it's unkind. No single person can be present to all the contexts where problems show up.

Making Everyone a Problem Detective

Train your entire team to recognize and capture problems they observe:

What to listen for:

- Frustration in someone's voice
- Phrases like "I wish there was a way to..." or "The problem with X is..."
- Stories that start with "Every time I try to..."
- Moments when someone expresses feeling stuck, overwhelmed, or confused

How to capture it (in 30 seconds):

1. **Voice memo on your phone:** Record exactly what you heard, when you heard it, and the context
2. **Quick text to yourself:** Essential details you can expand on later
3. **Note in your phone:** Date, location, exact quote, your interpretation of the emotion

What to capture:

- Exact words or phrases used
- The emotional tone you observed
- Specific situation that triggered this
- When and where you observed this

Why this matters for everyone:

- **Competitive advantage:** You understand problems your competitors miss
- **Better solutions:** You design based on real human experience, not assumptions
- **Stronger marketing:** Your messaging resonates because it's authentic
- **Team alignment:** Everyone understands what problems you're really solving

From Observation to Action

Once problems are captured, someone needs to evaluate:

- How urgent is this problem for the people experiencing it?
- How pervasive is this problem across your potential market?
- Do we have the expertise to solve this problem effectively?
- Is this problem worth investing resources to address?

Not every problem you observe needs to become a solution you offer. But every problem you solve should be one you've authentically observed and understood.

Why This Translation Changes Everything

When you speak in human experience language instead of expert analysis language:

Immediate Recognition

People think, "That's exactly what I'm going through," instead of "I think that applies to me."

Emotional Connection

You're speaking to their lived experience, not their logical mind.

Better Solution Design

Your team understands what people actually experience, leading to solutions that truly address the human problem.

Magnetic Conversations

Referrals become more targeted because people can clearly describe who you help and what you help them with.

Authentic Authority

You become known for understanding people's real struggles, not just having impressive credentials.

Beyond Your First Translation

Creating one human experience translation is just the beginning. Most successful experts serve multiple groups of people with related but distinct problems. You might need:

- **Multiple translations** for different types of people you serve
- **Solution statements** that describe outcomes in human terms
- **Success signals** that measure real transformation in people's lives
- **Audience definitions** that capture both demographics AND the problems they experience

This comprehensive framework, which we call an **Impact Blueprint**, serves as the strategic foundation that enables all your positioning to resonate authentically with the people who need your expertise most.

The Ripple Effect of Authentic Translation

When you translate your expertise into authentic human experience language:

Your Marketing Transforms

- Website copy creates immediate "that's me" recognition
- Social media posts generate genuine engagement instead of polite likes
- Networking conversations become memorable because you speak to real experiences
- Email campaigns get responses because they address what people actually feel

Your Solutions Improve

- Your team designs based on human experience, not theoretical needs
- Your offerings address root problems, not just surface symptoms
- Your approach resonates because it's built on authentic understanding
- Your results improve because you're solving what people actually experience

Your Impact Extends

- You attract people who are genuinely ready for change
 - Your expertise reaches those who need it but couldn't articulate the problem
 - Your professional satisfaction increases because you're connecting at a human level
 - Your business growth becomes sustainable because it's built on authentic understanding
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Ready to Master Your Translation?

If working through this translation framework has shown you both the power and the complexity of getting your human language right...

If you're realizing that authentic problem understanding requires more than just better copywriting...

If you'd like help building the complete strategic foundation that connects your expertise to real human experience...**let's have a conversation.**

In our "Expertise to Impact Discovery Session," we'll:

- Review and refine the translations you've created
- Show you what a complete Impact Blueprint looks like with multiple authentic problem statements
- Help you see exactly what's been missing from your current positioning
- Explore whether our structured Impact Framework process could help you create the human-centered clarity that makes your expertise magnetic



Explore what's possible. No prep. No pressure

Scan the QR code or visit
bit.ly/Expert2Impact
to schedule a conversation with
MyImpact Founder Chuck Boudreau

This is how experts transform their knowledge into language that creates instant human recognition and emotional connection. Your expertise deserves to reach the people who need it most - in words they immediately recognize as their own experience.

MyImpact • Extending Your Expertise • Amplifying Your Impact.

About Chuck Boudreau



Chuck Boudreau is the founder of MyImpact, an agency dedicated to helping experienced professionals translate their expertise into authentic human language that creates instant recognition and emotional connection. With decades of experience in business strategy and human-centered communication, Chuck helps experts move beyond demographic targeting to understanding and speaking to the real human experience of the problems they solve.

Through MyImpact's signature Impact Framework, Chuck guides experienced professionals through a structured process to create an "Impact Blueprint" - a complete strategic foundation that connects deep expertise to authentic human experiences.