



Hi Bill,

Ever Google "How to _____?" "How to" searches are trending higher than ever in 2023. People search for how to fix things, how to manage relationships, how to address health problems, how to use chopsticks.....

People search for solutions to their problems. Broken appliances, new in-laws, a lack of clean utensils...and if the problem is significant enough, they are willing to pay to get it solved.

So here's my question to you: What problem does your product or service solve?

If you are promoting your offer before you're completely clear on what problem you solve, it's not going to be long before you find yourself on TikTok in a unicorn suit trying to attract attention. But when you offer a solution to a person who's already trying to figure out "How to," they're already listening. All you have to do is whisper in their ear.

This week's article is about [why you should shift your attention from promotion to your product](#) and some steps you can take to get started.

[Read It Now](#)

Also, as a bonus for you my beloved newsletter readers - [here is a cool \(and funny\) data viz on google search trends related to "How to"](#). Did you know there's an eerie correlation between searches for "How to Use Chopsticks" and "How to Fix a Toilet"?

Happy reading,

Laura

❤️ P.S. 📧 💰 **Doors close TODAY on the [Boost Your Revenue in 2023 Sprint!](#) In just 6 weeks, you'll get crystal clear on what you offer, who it's for, and how much you charge. Don't miss this opportunity to grow your business before the holidays!**

🚀 P.P.S. The subject line is from the movie Apollo 13.

Ready to grow?

💰 Are you charging enough? My mini-workshop [Find Your Ideal Price Point](#) takes about an hour and will give you the confidence to raise your prices once and for all. Use discount code FRIENDS40PERCENT or forward to a friend and maybe they'll spend some of the extra money they make on a present for you!



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