

# Stop Selling Your Services. Start Selling the Problem You Solve.

What I learned from failing to explain what I actually do.

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## The Number One Issue I Solve for My Clients

In my line of work, I solve a very specific issue.

Clients come to me with a real desire to grow their business. They have budget. They have ambition. But they have one major problem: no clear strategy. So their content—when they post at all—generates no engagement, no leads, no return on investment.

Before working with me, they're guessing. They might post a random video here, a photo there, hoping something sticks. They have no system to build trust, no way to stop the scroll, and no framework to turn viewers into clients.

What I bring is the opposite of guesswork. I replace it with a proven framework—the three pillars (Educate, Entertain, Your Story) and the Rule of 33—that transforms scattered content into a community-building, algorithm-fueling, client-generating engine.

But here's the thing: I didn't always know how to say that.

My Hard-Earned Lesson: Talent Alone Won't Fill Your Pipeline

When I first started my business, I was an idealistic artist. I took immense pride in my craft. I believed that if I made great work, clients would naturally find me. After all, I had the skill. I had the eye. I had the gear. Surely that would be enough.

You can probably feel the art school in that mindset.

I'm still proud of my work today. I still have confidence in what I can deliver. But the arrogance? That's gone. And I'm grateful I took the long, hard route to understanding something fundamental: clients don't come to you because you're talented. They come to you because they trust the value you bring to *them*.

If I hadn't failed the way I did, I might never have learned that. My past mistakes pushed me down a path where I now understand my clients on a deeper level—and I understand their audiences just as well.

You might be asking: "How does being arrogant and getting zero leads when you move to a new town make you better at your job?"

That's a fair question. The answer is simple: failure is the best teacher.

## Moving to Bloomington: A String of Successes and Failures

When I moved to Bloomington, I knew how to make great videos. I could give massive value to my clients once they hired me. But I was terrible at articulating what I actually did for those clients.

I have this knack—this skill—for being able to translate what a business does for *its* customers and turn it into compelling marketing material. I could do that for others. But I couldn't do it for myself.

Why? Because I wasn't sure what problem I solved.

I thought I solved problems by making good videos or marketing materials. But that's not right. My videos are just the vehicles. They deliver the solution, but they aren't the solution itself.

It wasn't until I could distill what I do into two sentences—two sentences that clearly stated the problem I solve—that my business started to grow.

## The Two-Sentence Clarity That Changed Everything

When I first started networking here, I couldn't figure out how to say what I do in two sentences. I'd think: *I do so much. I film, direct, edit, produce, light, set up audio, handle special effects, develop marketing strategies, shoot weddings, cover events, produce music videos, capture photography, create animations, pilot drones... the list goes on. Why would I limit myself to just two sentences when a client might need more than one of my services?*

That line of thinking was my biggest mistake.

It doesn't matter how great you are or how many things you can do. If you can't articulate what you do and what problem you solve in two or three sentences, you're going to overwhelm, confuse, or bore the person you're talking to.

No one wants to hear how amazing and talented you are. They want to know if you're going to provide the value they're paying for. They need to feel confident that they're in good hands.

Let me illustrate this with a simple analogy.

## The Restaurant Menu Problem

Imagine you go out to eat with a friend. You walk into a brand-new restaurant. The interior is beautiful. It smells incredible. The staff is friendly. You're excited.

Your waiter seats you. But instead of handing you a menu, they say, "What would you like to eat?"

You reply, "Well, what do you serve?"

Instead of handing you a menu, they start listing every item they offer—nonstop. They don't pause. They don't describe any dish. They don't ask what you're in the mood for. They just keep rattling off names.

You'd feel overwhelmed, right? Confused. You'd have to interrupt and ask, "What's in that dish? Which one is best for what I'm looking for?"

Now imagine a different scenario. They hand you a menu, but it's not organized. It's a massive wall of text with no categories, no highlights, no flow. You spend ten minutes squinting, trying to figure out what to order, while your friend waits awkwardly.

In both cases, the experience is frustrating. You don't leave feeling excited. You leave feeling like you had to do all the work.

Now imagine a restaurant where the menu is clean, organized, and has just a few standout options. The waiter greets you, asks a simple question, and guides you to the perfect dish based on what you're looking for. That's an experience you remember. That's an experience you trust.

Your business is that restaurant.

When you present your services as a chaotic list of everything you *can* do, you're making your potential client do the hard work of figuring out if you're right for them. Most people won't bother. They'll move on to someone who makes it easy.

When you clearly state the problem you solve—in two sentences—you become that organized menu. You become the guide. You make it easy for the right clients to raise their hand and say, "Yes, that's exactly what I need."

## How to Find Your Two Sentences: A Step-by-Step Process

So how do you actually figure out what problem you solve?

I've developed a process over years of trial and error. Here's how you can do it.

### 1. Start with Your "What" and Work Backward

List everything you do—every service, skill, and deliverable. Then, for each one, ask "Why?" three times.

Let me show you with my own example:

- What: I create videos. *Why?* So businesses have professional video content.
- *Why?* So they can stop being ignored and start getting noticed.
- *Why?* Because right now, they're losing potential customers to competitors who are showing up consistently with engaging content.

The problem I solve: *I help business owners stop losing customers to competitors by giving them a consistent, strategic video presence that builds trust and generates leads.*

## 2. Categorize the Problem You Solve

Most client problems fall into one of three categories. Figure out which one fits your work.

- The Pain Problem: You fix something broken, embarrassing, or costly. *Example (Accountant):* "I help small business owners stop stressing about tax audits and avoid costly mistakes that keep them up at night."
- The Gain Problem: You help clients achieve a desired future state they can't reach alone. *Example (Business Coach):* "I help founders stuck at a revenue plateau finally scale to seven figures without burning out."
- The Process Problem: You simplify, streamline, or handle something clients hate doing. *Example (Virtual Assistant):* "I help overwhelmed entrepreneurs get their time back by taking over the administrative chaos they dread."

Pick the category that feels truest to the work you love doing and the clients you love serving.

### 3. Interview Your Best Clients (The “Before and After” Method)

You don’t have to guess what problem you solve. Your past clients already know the answer.

Reach out to three to five of your favorite clients—the ones who got great results, the ones you genuinely enjoyed working with. Ask them these specific questions:

- The Before State: “What was happening in your business that made you decide you had to hire someone? What was frustrating, scary, or costing you money?”
- The Trigger: “Was there a specific moment that made you pick up the phone and call me? A lost client? A failed project? Waking up feeling overwhelmed?”
- The After State: “What’s changed since we worked together? What specific results—tangible or emotional—have you experienced?”

Listen carefully to their answers. Clients will tell you their problem in their own words. Use their language, not your industry jargon. Their words will be more powerful than any clever tagline you could invent.

### 4. Look for Patterns in Your “No” and “Hard Yes” Clients

The problem you solve isn’t just about what you can do. It’s also about who you choose to serve.

- The “No” clients: Think about clients you disliked working with. What problem were they trying to solve? Often, you’ll notice they were trying to solve the *wrong* problem. For example, a client who says “I just need a cheap logo” is really trying to solve “I need a brand that attracts high-end clients.” When you can spot that mismatch, you start to see the gap between what they ask for and what they actually need.
- The “Hard Yes” clients: Think about the clients you loved. What problem did they have? What was at stake for them? If your favorite clients all had a similar pain point—for example, “they were all post-Series A startups terrified of losing their tech talent”—that’s your niche’s core problem.

## 5. The “Job to Be Done” Exercise

There’s a famous marketing saying: *“People don’t hire a drill; they hire a hole in the wall.”*

What’s the “hole” your clients are hiring you for?

Ask yourself:

- If I disappeared tomorrow, what would my clients struggle with most?
- What is the cost of *not* solving this problem? (Lost revenue? Wasted time? Stress? Legal trouble? Embarrassment?)

The bigger the cost of inaction, the clearer the problem you solve.

## 6. Write Your Problem Statement

Now combine everything into one clear sentence. Use this formula:

*“I help [specific client] stop [undesirable situation] so they can [desirable outcome] without [common obstacle].”*

Here’s how that looked for me:

*“I help business owners stop guessing with their video content so they can build a community that generates leads—without wasting time and money on random posts.”*

## What If You’re Just Starting Out? (No Clients Yet)

If you don’t have past clients to interview, you can still reverse-engineer the problem.

Start by identifying who you *want* to help. Be specific. Don’t say “small business owners.” Say “solo physical therapists who own their own clinic.”

Then, list their likely frustrations. What keeps them up at night? What tasks do they hate doing? What goals are they failing to hit? You can find this by reading forums, Reddit threads, or even reviews of competitors.

Finally, map your skills to one of those frustrations. Don’t try to solve all their problems. Pick the one frustration your skill set is uniquely suited to eliminate.

Once you have that, you don’t sell “services.” You sell the solution to that specific frustration. You say: *“I help physical therapists stop losing weekends to paperwork so they can actually take a day off.”*

## Clarity Changes Everything

When I finally got clear on the problem I solve, everything shifted.

I stopped underpricing myself because I was no longer selling “a video.” I was selling a solution to a painful, costly problem. I could talk about my rates with confidence because I knew the value I was delivering.

I stopped confusing potential clients with a laundry list of services. Instead, I started attracting the exact people who needed what I offer.

And I stopped feeling like I had to prove myself. I started being seen as the expert I actually am.

## Your Turn

If you're a freelancer, creative, or business owner who's tired of being invisible or misunderstood, I invite you to try this exercise.

Write your two-sentence answer.

Then test it. Say it to someone today—a potential client, a fellow business owner, even a friend. Watch their eyes. Do they glaze over, or do they lean in?

Because in a noisy market, clarity is your most valuable asset.

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*I'd love to hear your two-sentence problem statement. Drop it in the comments—let's help each other get clear.*

