# How much pain do you show?

Does your marketing material talk about you? Does it emphasize what you offer, why you are so great, and what sets you apart from competition? Do you notice a trend here? It's all about YOU. I know [our website](#) is all about us. I also know that, if we want to truly relate to our clients, then it can't be all about you. Why? Because as impolite as it might sound….potential clients don't care about you! They care about themselves, their pains, and how to fix them.

Are you going to be the one that helps them? Probably not, unless you can show them that you understand their pains and you know how to fix them. Can you really define the pain that your clients experience when they seek you out, and talk about it as if you've been in their shoes? Can you talk to them about what would alleviate those pains, without it being a sales pitch? When you are seeking a product or service and you're browsing the web, aren't you more inclined to stop and read about something you can identify with? Something that relates to you and your experiences…
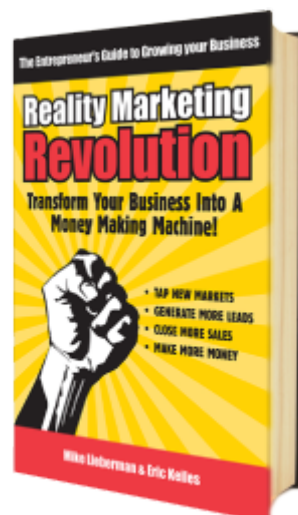
I'd heard similar theories time and time again, but didn't take it into account when we designed and wrote the content for our website. Had I read [Reality Marketing Revolution](#) just a few short years ago, it may have been a different story.

We're now in the process of revamping our website, based off what we've learned from this intuitive book written by [Michael Lieberman and Eric Keiles](#) (a fellow [EO](#) Member). These guys put this into a process for approaching your marketing plan that resonated with me. It's clear, it makes sense, and it's obvious. We know the pains our clients' experience, and we know how to help them. Now Eric is going to help us demonstrate that in a better way.