



Finding Pain Points

Pain points are the business problems that create urgency.

A business owner may be interested in marketing, but interest alone does not usually create action. Action happens when the business owner clearly sees a gap between where the business is now and where they want it to be.

Text marketing becomes easier to sell when it is connected to a specific business problem.

Not every business needs text marketing for the same reason. One business may need more repeat customers. Another may need to fill slow days. Another may need a better way to promote offers without depending entirely on social media.

The goal is to identify the pain point that matters most.

1. Revenue Pain Points

Revenue pain points are tied directly to sales, traffic, bookings, or order volume.

These are usually the easiest pain points to understand because every business owner cares about revenue.

Common examples:

- Slow days or slow seasons
- Empty appointment slots
- Low sales during certain times of the week

- Promotions that do not generate enough response
- Too much dependence on walk-in traffic or social media visibility

Text marketing can help because it gives the business a direct way to create attention quickly.

Instead of waiting for people to notice a post, see an ad, or remember to come back, the business can send a timely message directly to customers who have already shown interest.

The stronger the revenue gap, the easier it is to explain the value of text marketing.

2. Retention Pain Points

Retention pain points happen when a business is constantly trying to find new customers because past customers are not returning often enough.

This is common in restaurants, salons, boutiques, fitness studios, service businesses, and local shops.

Common examples:

- Customers visit once and do not return
- Past customers forget about the business
- The business has no consistent re-engagement strategy
- The owner relies heavily on new customers
- Customer relationships are not being nurtured after the first visit

Retention pain points are powerful because repeat customers are often easier and less expensive to reach than brand-new customers.

Text marketing helps businesses stay connected after the first transaction. It gives them a way to bring customers back with offers, updates, events, and timely promotions.

The key question is not simply, "Do you need more customers?"

A better question is:

"Are you doing anything consistent to bring past customers back?"

3. Visibility Pain Points

Visibility pain points happen when a business is creating offers or updates, but customers are not seeing them.

Many business owners assume they have a marketing problem when they actually have a visibility problem.

Common examples:

- Social media posts do not reach enough people
- Email messages are ignored
- Promotions get low engagement
- Customers say, "I didn't know you were having a sale"
- The business has no reliable way to get attention quickly

This is where text marketing can be especially valuable.

The point is not that text marketing replaces every other marketing channel. The point is that it gives the business a more direct way to reach people when the message matters.

A sale, limited-time offer, event, or schedule update is only useful if customers actually see it.

TIP

When a business owner complains that marketing "doesn't work," dig deeper. The real issue is often that customers are not seeing the message, not that the offer itself is bad.

4. Customer List Pain Points

Customer list pain points happen when a business has customers, but no organized way to contact them.

This is more common than many business owners realize.

They may have followers, past buyers, appointment history, or walk-in traffic, but they do not have a simple, permission-based communication list they can use for ongoing marketing.

Common examples:

- No subscriber list
- No organized customer database
- No opt-in process
- No way to contact customers directly
- Customer relationships live only on social media platforms

This matters because an audience the business cannot reach directly is not fully an owned audience.

Text marketing helps turn customer attention into a usable communication channel.

The opportunity is not just sending messages. The opportunity is building an asset the business can continue using over time.

5. Timing Pain Points

Timing pain points happen when a business needs customers to take action at a specific time.

This is different from general marketing.

Some businesses do not just need awareness. They need action today, this weekend, before the event, during a slow shift, or before an offer expires.

Common examples:

- Filling same-day openings
- Driving traffic during lunch or dinner hours
- Promoting a weekend event
- Announcing a limited-time sale
- Moving inventory quickly
- Reactivating customers before a slow season

Text marketing works well when timing matters because messages can be sent quickly and directly.

The more time-sensitive the offer, the more valuable a direct communication channel becomes.

6. Prioritize the Pain Point

Once you identify several possible pain points, the next step is to prioritize.

Ask:

- Which problem is costing the business the most money?
- Which problem happens most often?
- Which problem is the owner most frustrated by?
- Which problem could text marketing realistically help solve?
- Which problem would create the clearest win if improved?

The best sales conversations focus on the pain point the business owner already cares about.

Do not try to make text marketing solve every problem.

Focus on the strongest opportunity first.

Not all pain points are equal.

Some challenges create urgency and lead to action. Others are simply frustrations that a business owner has learned to live with.

Learning to identify the difference is an important sales skill.

High-value pain points often:

- Directly impact revenue
- Affect customer retention
- Create frustration for the owner
- Come up repeatedly during conversation
- Have a clear connection to a business goal
- Can realistically be improved through text marketing

Examples:

- Slow days that consistently affect sales
- Customers who rarely return
- Promotions that generate little response
- No reliable way to communicate with customers

Low-value pain points often:

- Are minor inconveniences
- Happen infrequently
- Have little impact on revenue
- Are not a priority for the owner
- Fall outside the scope of text marketing

Examples:

- A one-time slow weekend
- An occasional customer complaint
- Problems caused by staffing, inventory, or operations
- Issues the owner is not motivated to address

The strongest sales opportunities usually come from pain points that are costing the business money, limiting growth, or creating ongoing frustration.

COMMON MISTAKE

Treating every pain point as equally important.

A business may have several challenges, but not every challenge creates urgency. Focus on the problem that affects revenue, repeat business, or customer growth most directly.

Trying to solve every problem often creates confusion. Focus on the challenge that matters most to the business owner and start there.

7. Connect the Pain Point to a Business Outcome

A pain point becomes useful in a sales conversation when it is connected to an outcome.

Pain Point:

Our Tuesdays are always slow.

Business Outcome:

Increase traffic on a slow day.

Text Marketing Angle:

Send a Tuesday-only offer to existing customers.

Pain Point:

People do not see our promotions.

Business Outcome:

Improve offer visibility.

Text Marketing Angle:

Send timely promotions directly to subscribers.

Pain Point:

We need more repeat customers.

Business Outcome:

Bring past customers back.

Text Marketing Angle:

Use regular text campaigns to stay top of mind and encourage return visits.

This is where the sales conversation becomes much more specific.

You are no longer selling "text marketing."

You are showing how text marketing can help solve a problem the business already understands.

QUICK ACTION

Choose five businesses you know.

For each business, identify:

- One revenue pain point
- One retention pain point
- One visibility pain point

This exercise will help you learn to recognize opportunities more quickly during real sales conversations.

KEY TAKEAWAY

Pain points create relevance.

The goal is not to convince every business owner they need text marketing. The goal is to identify the business challenges text marketing can realistically help solve, then connect those challenges to clear outcomes like more traffic, more repeat customers, better promotion visibility, and stronger customer communication.