

Top 3 Pain Points

Who do you help?

- Prospect

Problem

- What problem do you help them solve?

What's missing?

- What is missing or broken for your client?
What do they need but might not know about?

Pain Point #1: Emotional

- What is the biggest and most obvious pain point your prospect wakes up with everyday?

Pain Point #2: Logical

- Even if your prospect could fix or tolerate the first pain point, what would be the next pain point they would face?

Pain Point #3: Intuitive

- And even if your prospect fixes or tolerates #1 & 2, what ongoing pain point will they continue to have?

IMPACT

- When these pain points are happening, what impact does it have on your prospect's:
 - Performance
 - Attitude/Mindset
 - Business
 - Outlook/Future