

Everyone has problems. Lots of them! And if you can solve one of those problems, people will pay you for the solution.

Fill in the boxes below to refine your understanding of the issue your audience faces, how it affects their lives, and how a solution would benefit them. If you have multiple problems, fill out a worksheet for each one. Remember, let your audience guide your focus and the solution you provide. Follow their lead.

Who's the audience?

What pain does the problem cause?

What's the problem?

What happens if the problem isn't solved?

Best Outcome

Worst Outcome