



## NOTES:

Remember, we're going to simplify. The surest (and in this case, *fastest*) path to an easy \$500k per year increase in your business, is SIMPLICITY. One market, one OUTCOME (offer), and one system for getting in front of the market (lead generation) and enrolling them into their best lives. A few notes as you go through this exercise:

- You want the problems you solve for clients/patients to be **incredibly important**. If someone has been stuck in a horrible, dwindling relationship for 8 years and YOU are the solution to a life-giving, happy, healthy relationship — ***what is that worth?*** More importantly, what is the true *cost* of not getting it worked out? This is why the average price point for modern day coaches is \$5k and above (high value solutions to really important problems)
- It's important to know the problems & mistakes your market is making. If you don't know them well enough to list out their problems in this worksheet, you're going to have to *ask them* (don't just make it up). How do you do this? You go find them, invite them to get on a quick 10 minute phone call so you can offer them relief / support for free, **and ask them questions**. You want depth here (what are they worried about on weekends, what have they tried that hasn't worked, etc)
- The better this is filled out, the profitable your marketing will be. When we create your "proof of value," we will use this sheet to fill it in.

### 1. What is the biggest problem(s) you enjoy solving for clients?

No more than 3.

### 2. Describe the best client/patient you've ever had?

Personality, communication, place in life, etc.

### 3. Describe the worst client/patient you've ever had?

Specifically, what did they *want* from you that made them a bad client.



4. What was your **best** client/patient worried about before they became a client?

5. What did your **best** client/patient WANT before they became a client?

At least 3 outcomes here.

6. Describe the “**worst case**” / **nightmare scenario** for your client/patient?

Describe in detail what would have to happen for them to experience this worst case scenario. Your job is going to be *preventing* this scenario.

7. List any **MISTAKES** your client/patient is making right now in an attempt to solve their problem on their own.

At least 3 mistakes here.



**8. Removing the “how,” and instead just focusing on the “what,” how would you advise your client/patient to fix their problem?**

Replace the mistakes above with the better alternative.

**9. Who would you say are your top 3 competitors?**

**10. Take the three to five steps from question #4 on your offer clarity worksheet below:**