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Find out what your customer's pain points, problems, and concerns are EXACTLY

1. Identify the piece of Copy you will be writing (i.e.: FB Ad, Email, Pitch, etc.)

2. What's the INTENTION for this piece of content? What is the ACTION you want your ideal client to take through this content?



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3. WHY EXACTLY should this ideal client take this specific action?
What is the OUTCOME or specific RESULT that will become possible for them when they take this action?

4. What are you saying or offering that NO ONE ELSE IS? And what makes THIS better than everything else out there on the Internet?



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5. What PROBLEM or STRUGGLE are they currently dealing with that this action can help solve for them? How are they describing this struggle? How do they complain about it? What do they say? BE SPECIFIC.

6. What is the CONSEQUENCE of this problem/struggle going unsolved? What is the outcome if they DON'T take action? BE SPECIFIC.



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7. Describe your ideal client's TRANSFORMATION. What do they want? BE SPECIFIC and TANGIBLE.

8. What objections, beliefs, or misconceptions does your ideal client have that would PREVENT them from taking the action you want them to take? And HOW can you dismantle and discredit those objections for them?



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9. Describe the problem and the struggle using the WORDS and PERSPECTIVES that the client has. You must connect with your client so they say, "whoa, s/he really gets me and knows what I'm going through."



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10. When you can identify what the REAL SOURCE of the problem is (“the REAL reason you actually have headaches is because you haven’t been drinking enough water”) or point to a unique solution (i.e.: the thing you do or teach), you will KEEP people’s attention, because YOU will be relevant in their minds. As long as this thing is the thing you teach and share, they will now want to learn it — from YOU! List down the REAL SOURCE of their problems and how your offer can provide the unique SOLUTION.



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** If you don't know the answers to these questions.

ASK!!

Ask your Facebook followers, poll your Facebook group, post these questions using the questions button inside Instagram stories, go live and ask questions there, do a survey and offer a prize online or from an in-person conference or workshop.

** If you can't do any of this... take an educated guess based on your current knowledge of your customers or your audience past and present. The best kind of clarity comes from action.

Action. Creates. Clarity.