

PROBLEM & SOLUTION WORKSHEET

THE PROBLEM / CHALLENGE

1. What's the specific problem or struggle that your ideal client is experiencing right now? How are they describing it in their own words?

2. What circumstances are currently present in their lives? What do they have that they don't want? What do they want that they don't have?

3. If we took a video camera to them to film their day, what would the camera capture?

4. What thoughts do they say to themselves? How do they feel?

5. Why haven't they been able to solve this problem already?

THE SOLUTION / TRANSFORMATION

1. What specific results do they have now? (Be specific, clear and tangible)

2. Now that they have these results, how do they feel? What do they say to themselves now?

3. Who are they now? How do they see themselves? How do others see them now?

4. If we filmed a day in their life, what would the camera capture?

5. How does solving this positively affect other areas of their life?

6. What is the consequence of not solving this problem?

Now go review your responses above with this LITMUS TEST:

Are they...
Specific
Concise
Simple
Tangible
Clear