



CONNECT AND CLOSE

# The Problem Map

## Pick Your Niche:

Imagine a specific person with a specific problem you solve. This person would be your IDEAL client or customer. Describe the person here (any details that come to mind, feel free to use an actual client or friend you know you could help):

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It's best to market to a specific gender if possible. Even if you help both sexes, for this example pick a specific person to help. Is this person a male or a female?

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Let's name this ideal client or customer. What should we call this person? Enter a name that feels right here:

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Describe the specific problem(s) you solve for them. Be specific and tangible:

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## Find Their Core Motivations

This is really a description of their problems which will become your map to their interests. Create their "Problem Map" here.

What keeps this person up at night, what are they most worried and fearful about?

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Is there anything embarrassing or humiliating about their situation? What if others found out the "real truth" about what's going on for them?

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Is there anything that is making them really angry about their problems? Things they are just totally sick of?

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What are the day to day frustrations they face because of this problem?

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What do they want to accomplish with regard to this problem? What would get them back to "normal?" What would they love to have happen today, right now, that would make things just a little better?

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What are their dreams or aspirations? This is what they really want but maybe think is out of their reach or unattainable. Brainstorm out their best dream or outcome here:

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Go really deep on these. They are the core to finding what is most motivating to your prospects and customers. Go back and see if you can write even more down in each area before completing this section. You can use this extra space provided as well.

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## Create Your Hook

The basic formula here is:

"I help (person/profession) fix/have/become/get (outcome they want)."

Brainstorm out a few here based on your notes above:

I help \_\_\_\_\_ fix \_\_\_\_\_.

I help \_\_\_\_\_ have \_\_\_\_\_.

I help \_\_\_\_\_ become \_\_\_\_\_.

I help \_\_\_\_\_ get \_\_\_\_\_.

Write out as many as you need to find one you really like.

## Pick Your Solutions

Go back through the core motivations and pick some specific problems that you have tangible solutions for. These are going to be great talking points and things to invite prospects to learn more about from you.

Problem	Solution

## **Great Job:**

After navigating your customers problems through who they are, what they are most dealing with, how you talk about what you do, and what specifically you can help people with, you have navigated the problem map and now...

### **You Have Your Niche**

Write it out here:

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### **You Know Their Problems**

Write the top 3-5 here:

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### **You Have Your Hook**

Write it here:

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### **You Have Specific Solutions**

Write out the solutions you will share:

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