

Session 2: Applying Knowledge To NEEDS

1. Find the need the customer has. The result they want. Then take all of your knowledge and experience and focus on creating a formula for getting the customer that one result.
2. Experts usually sit down and write everything they know, in a highly theoretical way. Instead they should dig deeply into one situation, figure out the biggest need and desired result, and focus everything they know into offering a solution to that need.
3. Your prospect should say, "I get that you can help me," when they see your marketing.
4. Wyatt Woodsmall says, "If you can describe another person's problems better than they can, they automatically and unconsciously assume that you know the solution."
5. What is the psychology of the situation for your prospect?
6. What is your prospect's biggest need?
7. What is the biggest result your prospect wants?
8. How can you take everything you know and apply it to this one need your prospect has? What are all the different ways that you can look at this issue?
9. What is the "cookie" your prospect wants (the great result with minimal effort)?

