



## Who Do You Serve?

In this exercise you build on your market research and analysis work. From this you will construct one unifying description, in seven questions that will motivate clients to buy. It's an elaboration on your Pitch!

This description will explain who you serve, the challenges they present, a sense of their fears and desires, solutions you may provide and the benefits they provide. This is how we start getting people PUMPED about your products and solutions!.

Get prepared for the next time you're asked:



1. Who is your ideal client?



2. What is the problem you solve?



3. What are the typical symptoms people experience with that problem?



4. What are the common mistakes people make when trying to solve that problem?



5. In your experience what can your prospects do to remove these problems and find success?



6. What is one resource that you can direct your prospects that will further help with that problem?



7. What one piece of advice you can give your prospects they could take action on immediately and find success?

***Be Yourself, Add Value, Make Sales***

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