

Problems and Solutions

Remember... it's really what's called "Pillow Talk" that gives you the insight on what problems your prospects feel they are facing. Get into their mind using this method of Pillow Talk.

QUESTION: What worries, stress, regrets, wishes, and hopes does your target audience think about as they lay down at night in bed?... and how do you solve these problems and help grant their wishes?

Example: Worries, Stress, "If only's", and Wishes	EXAMPLE: Solution You Provide
<p>"I'm so sick and tired of..." or "If I have to _____ one more time, I swear I'm going to go crazy!"</p> <p>Example: I'm so sick and tired of not having enough money Or If I have to pay another overdraft fee, I swear I'm going to go crazy!</p>	<p>I help you create and stick to a realistic budget that will save you thousands of dollars every year without increasing your income one cent.</p>
<p>"If only..." or "I just wish I could..." or "All I want is..."</p> <p>Example: If only I were thinner like I used to be in college. Or I just wish I could lose these last 10 pounds. Or All I want is to fit in those jeans again.</p>	<p>I help you get back that body you always wanted by providing a simple daily meal plan, grocery list, and exercise plan that you can do from home within just 25 minutes, 4 times per week.</p>

Now You Do It...

Problem You Solve	Solution You Provide
