

Your Transformation

1. My customer is considering (how to):

2. The customer that best represents this desire is:

3. Other solutions my customer may have tried:

Because....

Now, forget your own specific business, and look at your customer's desired outcome – regardless of the source. They just want a solution to their issue – and may or may not choose you.

Become the character... just like acting or pretending when you were a kid.
Become your customer and answer the following questions:

What are they feeling about this issue?

What are they saying about this issue?

What are they thinking about this issue (especially if they haven't said it yet)?

What are they doing/what have they done about this issue?

Now imagine the client that is your greatest success story.

What EXACT results did they get from working with you?

What other transformations happened in their life because of these results?
(Because of these results....)

What would have been the cost to the client had they NOT accepted your offer?