Client Problem Solving Blueprint

People don't buy what they need, they buy what they want.

Client Problem Solving Blueprint Questions:

For Problem, feel free to replace with any of the following: pain, issue, challenge, worry, fear, unsatisfied desire

Instructions: It is important that you set aside time to work through these questions. Set aside the time to be uninterrupted, find a quiet place – or a noisy place – whichever works best for you and work through these questions.

This information is extremely important for you because this becomes the language you use when you are speaking to your clients, your potential clients on all media channels.

Thinking about your clients:

What is the problem they have right now? What are they trying to solve? Describe the problem.

Who is most likely to *suffer* from this problem? In broad terms or be as specific as you know right now – Who?

Who is *affected* by this problem? This is different to the previous question. The "sufferer" could be different to the "affected". Example: the sufferer snores and the affected person is kept awake by the snoring.

How often are they affected by this problem? Is it every day? More? Less?

Is it an old problem? Has it been a problem for a long time? Or is it a recent problem?

How are they solving the problem right now? This is extremely important! How do they solve the problem today? Think about your

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clients what are they doing to solve their existing problem today. Get very specific.

And what's wrong with the existing solution? Get really clear about what is not working with regards to the existing solution. Refer back to the previous question and dissect what's not working.

Is this the real problem, or symptom of a larger one? Interesting. Sometimes people think this is the problem and it actually is just the symptom of some thing much bigger. Example: the previous snoring example might be related to posture, teeth etc

What is the end result or ultimate benefit they are looking for? What do they want? What does success look like to them?

How will your solution affect them? Describe how they are going to feel, what they are going to think, what they are going to tell their friends/ family about finding this ultimate solution to their problem

How does your solution fix their problem? Specifically … how do you solve their problem?

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What are you going to do with these questions?

Now that you have a hypothesis, your answers to these questions, the next step is to test your hypothesis.

How to test hypothesis?

You talk to the people who have the problem so you can fully understand the problem from their perspective. What have they tried in the past to solve their problem.

It is important to go out to the people who you think have or will have this problem and have conversations with them.

It's best not to start telling them about your ideas and answers. All you are doing for now is having conversations with them to understand more about their problem, how they feel about it and what they want to do about it.

It is important to find out what other things they have tried because this can be extremely useful information for you and your business.

You can use this information in your marketing and advertising and you know it's true because your clients have told you their experience.