

DAY 4: Your Client's Pain

When you understand your client's problems and pain points, AND can solve it for them, you become a hero.

DAY 4 TASKS:

- 1. List of any specific goals, struggles, problems or pain points that your client might feel. (*ex. more sales or leads, technology struggles, more exposure, poor systems and processes.*)

- 2. List specific solutions you can provide to these problems/pain points.

- 3. What is the result, outcome or win for your client?

- 4. Estimate the monetary value of fixing this problem for your client.
(*ex. doesn't have to be exact, just an estimate... \$100, \$500, \$1000, \$10,000, \$100K*)

- 5. Based on your answer to question #4 of Day 3, I want you to brainstorm ways that you can start meeting up in areas where you client can be found in a high concentration. (*ex. join a FB group and start interacting, attend the next chamber meeting, book a date for the next trade show.*)

POST YOUR RESULTS!

Go to the Challenge Facebook group and post:

- Share one of your client's pain points and the solution you would provide for them.