

WHAT THE PEOPLE WANT WERKSHEET

DAY 3

HELLO SEVEN PRESENTS

MULTIPLY
Build A Bankable
Offer In 5 Days

PAINKILLER VS. VITAMIN WORKSHEET

NOW THAT YOU KNOW WHO YOUR CUSTOMER IS, IDENTIFY THE PAIN THAT THEY ARE EXPERIENCING RIGHT NOW.

Then, pass them a painkiller...and not a vitamin or something too strong that will put them to sleep (or so we've heard).

Here's what we mean: position your offer as a painkiller — something that wipes out the pain your customer is experiencing. This is way more effective than a vitamin because pain calls for immediate relief while vitamins have to build up in your system for a long time. And because we don't see the benefit of vitamins right away, we often aren't really sure if they are working.

If you have a headache, you purchase and pop an Ibuprofen right away. But if you've got vague intentions of improving your overall health, you'll likely put off buying those vitamins because you don't have an acute need for it, and you don't expect to experience any immediate relief.

You want your offer to serve as a painkiller to your client's problem, something that will solve their problem right away, and as a result, will motivate them to purchase the solution you are offering ASAP.

What is your ideal client's current situation? What happened to them yesterday (or recently) that would cause them to seek your offer out and purchase it today?

Provide a brief description of the problem your ideal client is having that you intend to solve with your offer.

What outcome do you want to provide for your ideal client?

For Example: What skills will they learn or improve? What impact will it have on their lives or business? What benefits will they receive? What will be your client's overall outcome after purchasing and using your offer? Consider the ideal end result you want your client to get out of your offer.

What are the *negative consequences* your ideal client will experience if they don't solve the problem listed in Question 1?

Write down a list of what will happen (or not happen) in your client's life if they don't solve the problem you listed in Question 1.

On a scale from 1-10, how serious (or terrible) are those negative consequences?

One being not serious at all and 10 being serious as a heart attack.

Are these negative consequences the kind of thing that would send your client running and screaming towards a solution? Not to mention throw money at the problem?

What are the *positive consequences* your ideal client will experience if they do solve the problem listed in Question 1?

Write down a list of what will happen (or not happen) in your client's life if they do solve the problem you listed in Question 1.

On a scale from 1-10, how beneficial (or amazing) are those positive consequences?

One being 'meh, no big deal' and 10 being orgasmic levels of awesome.

Are these positive consequences the kind of thing that would send your client running with open arms toward this outcome? Not to mention throwing money at the opportunity?

Now that you've completed this questionnaire, you should have a good sense of whether your offer feels more like a painkiller or a vitamin for your ideal client. If you're pretty sure you've got a painkiller on your hands, congratulations! But if you're thinking that your offer is more like a vitamin for your ideal client, here are a few questions to ask yourself:

- 01 Is there a different ideal client that you would enjoy serving and for whom your offer would be a painkiller for?
- 02 Is there something you could add (a new angle, additional content, etc.) to your offer to make it a painkiller for your ideal client?

Keep brainstorming and don't give up. Also, if you aren't sure how to turn your offer into a painkiller, ask for feedback in the [Facebook Group](#). Your fellow Multipliers can help your brainstorm.

WHAT THE PEOPLE WANT CHEATSHEET

If you're struggling to hone in on what your ideal client needs from you, use this What The People Want Cheatsheet to learn more about your ideal client and get a better idea of what would be a painkiller for them.

USE WHAT YOU GOT TO GET WHAT YOU WANT

REVIEW THE INFORMATION YOU ALREADY HAVE FROM YOUR CLIENTS AND COMMUNITY TO GET A BETTER IDEA OF THEIR PAIN.

Search your inbox: What do people most frequently ask you about? Even if you don't have a business yet, what areas do your friends consider you an expert in? What have people regularly asked you for your opinion about or experience on?

Look at comments and responses to your blog posts, newsletters, and social media posts and ask the same questions. What topics do people ask for more on? What topics spark the most conversation? What topics get the most comments?

What expertise do you have from a previous job? At that previous job, what did people always come to you for? What did customers, co-workers, and supervisors always request of you?

WHAT THE PEOPLE WANT SURVEY

If reviewing what people request of you doesn't give you enough information, or you have a new target market that you've never engaged with before, or you just enjoy reaching out to your audience and asking what they want from you directly, you can create a survey to send to your ideal clients to get more information about what they want and need.

Surveys are great because it gives you the opportunity to get more insight into your ideal clients' struggles. But please remember that sometimes people will say they want something in a survey, when in reality, they aren't willing to pay for that solution. Nothing beats asking clients to part with their money to know for sure whether you've got a winner on your hands or not.

That's why pre-launching is the best thing you can do for your offer. If you aren't getting a strong response right out of the gate with your pre-launch, you haven't invested months and months of work on something that goes over like a lead balloon. You can always tweak and pivot before spending a lot of time, effort and/or money actually creating the offer.

That said, surveys are the next best thing to get insights about your client's pains, needs, and desires. The better you know your client, the more likely your offer will be a winner. Use the survey structure below to create a great survey for your audience.

HERE ARE THE SURVEY QUESTIONS YOU SHOULD ASK AND WHY

QUESTION 01:

Start with your most important question first since the responses will taper off the deeper your audience goes into the survey. The question needs to be open-ended to elicit the most useful responses. This question also covers what your ideal clients don't want and their past behavior in a subtle way.

What is your number one struggle with [insert your offer topic]?

Examples: What's your number one struggle with choosing clothes that fit you right? What's your number one struggle with obtaining leads for your business? What's your number one struggle with getting your business legally buttoned up?

Use this question template to draft your first survey question.

QUESTION 02:

Your next question should be as simple as possible and require little to no thought to answer. This question will vary depending on your market but focus on something that is relevant to your offer and positioning, and has a simple yes or no answer or a question with only two answers to choose from.

Examples: Are you male, female, non-binary, or prefer not to say? Is your business your full-time gig or do you have a separate 'day job'? Do you have a dog? Yes or No.

Use this question template to draft your second survey question.

QUESTION 03 & 04:

Your next few questions can fish for more information about your client's specific situation in relation to your topic. This is where you are looking for those triggers, the things driving your client's desire to solve this problem. Here is where you might guess a little bit about their situation in your multiple choice responses but be sure to include an 'other' answer, in case you are totally wrong about their situation.

Examples:

Which of the following best describes you?

I'm a business owner who sells mostly my own offers or services

I'm a business owner who sells mostly affiliate offers

I'm a freelancer who offers my expertise as services

I'm a marketing consultant who helps entrepreneurs

Other

Which of the following best describes you?

I am a new dog owner and am struggling with their behavior

I have had my dog for a while and their behavior is starting to drive me crazy

I am about to purchase a dog and want to be sure I know how to train them from day one

My dog did something that scared me and I need to get them trained ASAP

Other

Use this question template to draft your third and fourth survey questions.

QUESTION 05:

The final question should just be a request for their details including name, email, and phone number so you can contact them for more information. And you can also reach out to them if you want to ask them more questions and get more information.

How to get your survey completed when you don't have a list:

Use Your Network: Reach out to your friends, family, and organizations that you are a part of, past clients, etc. who fit your target market and ask them to complete the survey.

Access a Friend's List: Ask someone who serves a similar clientele if you could send your survey to their list.

Facebook Groups: Find target Facebook Groups that serve your ideal clients and see if the facilitators would be willing to let you post your survey.

Facebook Ads: Use Facebook ads to drive traffic to a landing page directly for the survey and target your ideal clients. Since this is cold traffic, you can provide a freebie to encourage them to take the survey but make it something that would relate to your target market (like a short eBook on the topic) rather than something random (like a Starbucks gift card).

Survey Tools: Survey Monkey, Survey Gizmo, Google Forms, Gravity Forms

SAMPLE SURVEY

01 What is your number one legal challenge with regards to running your business?

02 Have you ever hired a lawyer before?

YES

NO

03 Which of the following best describes you?

My business isn't making any money yet

My business is making money but not enough to live off

My business is making enough to pay me a small salary

My business is making significant revenue and pays me well

My business is making significant revenue but I haven't started paying myself

Other

04 Which of the following best describes you?

I have had legal issues before but it didn't cause me to lose money

I have had legal issues before and it did cause me to lose money

I have never had legal issues but I worry about the legal stuff

I have never had legal issues and I don't worry about the legal stuff

Other

05 Roughly, what is the overall size of your business revenue in terms of gross sales?

Under \$50k/yr

\$50k - \$99k/yr

\$100k - \$500k/yr

\$500k - \$999k/yr

\$1m - \$5m/yr

\$5m+/yr

06 Lastly, I may want to follow up with a few people personally to learn about your legal needs. If you'd be open to chatting for a few minutes on the condition that this isn't a sales pitch, please leave your name, email, and phone number below.

Name:

Email:

Phone