



Define the Need.

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Problems + PAIN = Profit

Define your area of expertise.

- This topic is addressed in Week #2 of our free 1-year e-course.
- What is your specialty? Describe your expertise below.

Answers

Define the "Problem" you solve.

- What's broken? What needs to be fixed?
- What isn't working properly? What's missing?
- What are people always struggling with?

Answers

Isolate the "PAIN" the problem causes.

- Who experiences PAIN because of the problem?
- What makes those people desperate?
- What do they NEED to alleviate their pain?

Answers

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