



How to Share Your **Message**,
Your **Products** and
Your **Business** with the World!

Kristen White

POINTS OF PAIN WORKSHEET

STEP ONE

Identify your ideal Customer/Reader.

Age, Socio-economic class, level of experience, unique characteristic.

Who is your favorite person you have ever helped (paid or unpaid)?

This is the person to describe here.



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STEP THREE

How does your product, book or service solve these challenges?

What does it offer these people that they can't find anywhere else? Be specific.



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STEP TWO

What is the biggest challenge to your client?

What are their fears? Struggles? Beliefs? Habits? Pattern? (Identify at least 10)