

KNOW YOUR READER



DEEP DRIVE

Always remember that your reader/client is not at all interested in you or what you have to offer - until they know and feel that you are interested in them.



TALK/WRITE ABOUT

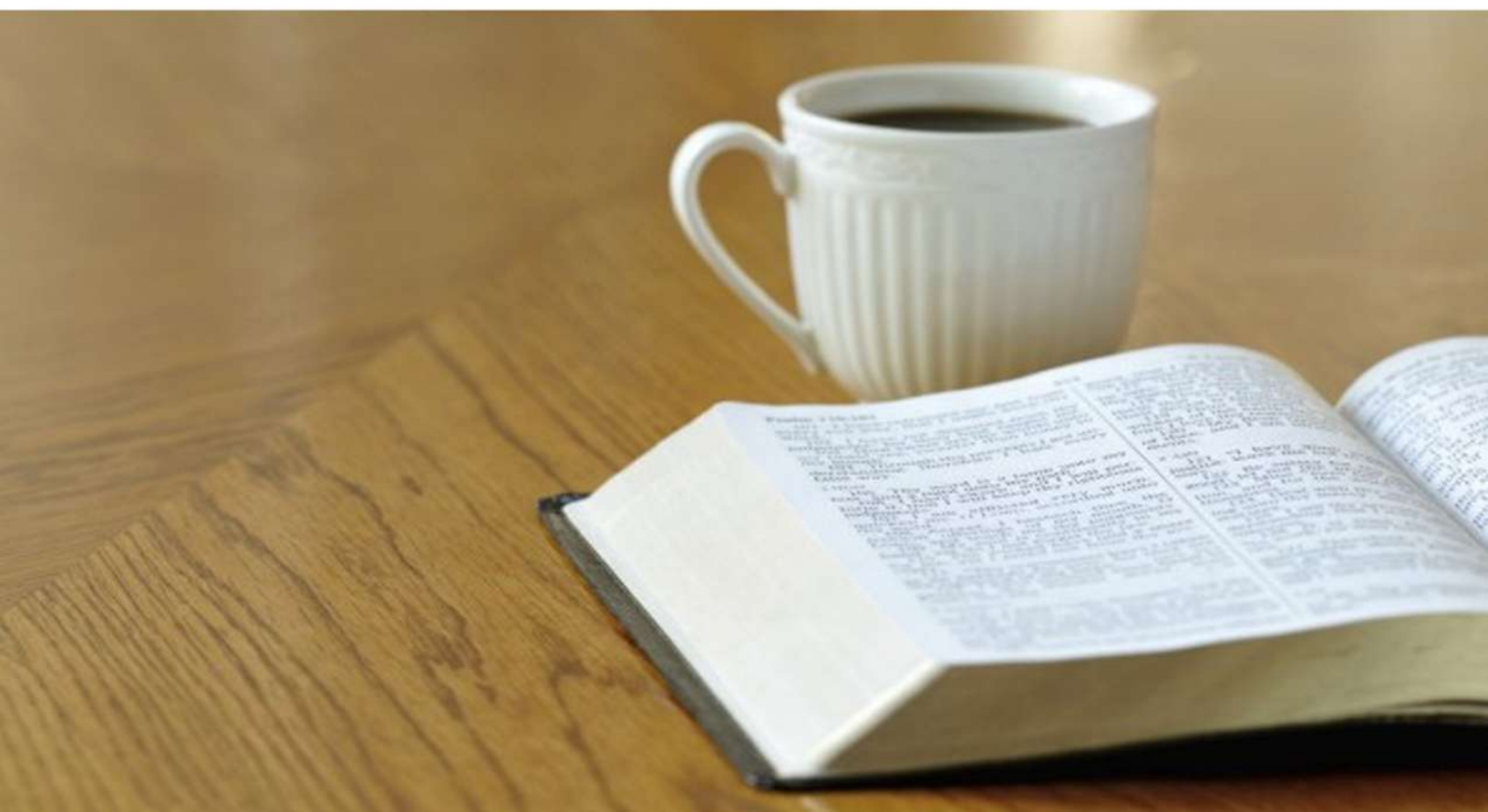
The following is a blank template of questions to answer regarding your readers / clients and their NEEDS, DESIRES and PROBLEMS. When you KNOW what the answers are to these questions it is much easier to write “TO” THEM and THEIR NEEDS and DESIRES.

Knowing the answers to these questions will make your marketing easier and it will facilitate the possibility of enhancing your book’s title, sub-title and individual chapter titles

Obviously, we want to help our readers / clients using the solutions that we have in our book, speeches and other courses. In order to do so we must...

GET A CRYSTAL CLEAR PICTURE of your IDEAL CLIENT

So, let’s begin by answering these questions.



When you are answering the following questions, it may seem like the same question over-and-over again. What’s really happening is you are taking your understanding to a deeper level with each answer.

When you think of your reader / clients - in relation to the elements you will be assisting them with. (Answer these queries)

What are THEIR NEEDS?

What do THEY WORRY ABOUT?

What do THEY often FEEL but don't TALK ABOUT?

Why has this been an ON-GOING ISSUE for THEM?

IF THEY do NOT fix this issue – HOW will THEY be affected in the short term and the long term?

What are the SPIRITUAL and EMOTIONAL COSTS of STAYING THIS WAY for THEM?

Imagine this scenario ... THEY are pouring their heart out to you over their “STUCK-ness”. They are on the verge of TEARS ... If you could give those TEARS a “VOICE” what would the TEARS SAY?

Now, let's switch to **THEIR WANTS, DESIRES** and

ASPIRATIONS. In relation to the elements you will be assisting them with, answer these questions:

What do THEY URGENTLY DESIRE?

What do THEY BADLY WANT?

What do THEY ASPIRE TO?

They feel _____ but they want to feel _____

What do THEY CRAVE?

What don't THEY realize?

What are THEY unaware of?

What is ONE WAY that THEY are DIFFERENT FROM OTHERS?

What do THEY BADLY WANT? Yes, we are asking again.

WHY is this result SO IMPORTANT to THEM?

WHAT ELSE will be DIFFERENT in THEIR LIFE when this problem is solved or THEY have attained their desired result?

Imagine this scenario ... It is six months down the road. THEY have taken your advice and followed your lead. You meet THEM while walking down the street – THEY start pouring their heart out WITH GRATITUDE for what you have done for THEM. They are on the verge of tears. If you could give those happy tears a "voice", WHAT would the TEARS OF JOY say?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.