THE 4 STEP EMPATHY FORMULA

Use These 4 Questions to Unlock What Your Customers Really Want.

Note: If you have trouble answering these question, you don't know your audience as well as you think and you need to research further (see link at bottom of page)

Question 1: Where is Your Audience Right Now?

Question 2:
Where is it that they actually want to be?

Question 3:
Why do they want to be there?

Question 4:
What can you give them to bridge that gap?

Need Help Locking in Your Audience to Answer These Questions?
Read This Post and Download the Fearless Social "Core Creation Formula".
http://www.fearlesssocial.com/blog/3-simple-steps-to-reading-peoples-minds-so-you-can-turn-them-into-customers/

PAINTING PAST MISTAKES

Name 3 Thing That Your Prospect has Tried to Solve This Problem in the Past and the Outcome of Them Trying this. **BE VERY SPECIFIC**.

Failed Solution #1:

Failed Solution #2

Failed Solution #3

THE ALPHA BUYER
This is a <u>Real Person</u> that you Know Personally who fits the mold of your ideal prospect. This is who you will be thinking of when you create your optin bait and any products to sell.

Their Name: _____.

Exact Age: _____

Sex: Male or Female

Job: _____.

Favorite Hobby: _____.

The Most important thing to them: _____.

Ask Yourself… Does this Person Fit your "4 Step Empathy Formula"?

Your Optin Bait

Make sure that every answer on this page is a perfect fit to everything you've written so far in the preceding sections of this worksheet.

What is the Name of Optin Bait?
(this should be name that is a "pattern interrupt")

What is the Tagline of your Optin Bait?
(this should explain the big benefit of the report.)

How to _____ in _____ and _____.
(main feature)   (time period)   (main benefit)

MAIN FEATURE:

TIME PERIOD:

MAIN BENEFIT:

What is the Headline on Your Optin Page?
(this can be almost identical to the tagline of your optin if it's a pdf)

EXPERT STATUS: _____ Reveals...

How to _____ in _____ and _____.
(main feature)   (time period)   (main benefit)

Your Optin Bait (part 2)

Make sure that every answer on this page is a perfect fit to everything you've written so far in the preceding sections of this worksheet.

Features and Benefits of Getting Optin:
(read these as "FEATURE and that is Good For them Because of BENEFIT".)

Feature Benefit #1:

Feature Fancy Name: _____.
(Pattern Interrupt)

You'll Learn How to _____,
(Feature)

and this is good for you because _____.
(Benefit)

Feature Benefit #2:

Feature Fancy Name: _____.
(Pattern Interrupt)

You'll Learn How to _____,
(Feature)

and this is good for you because _____.
(Benefit)

Feature Benefit #3:

Feature Fancy Name: _____.
(Pattern Interrupt)

You'll Learn How to _____,
(Feature)

and this is good for you because _____.
(Benefit)