

Session 1: The Empathy Formula



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?

Men who work 40hr+ weeks and are 30-60 lbs overweight but used to be in good shape. They hate the way they look in the mirror and their lack of energy.

Question 2:

Where is it that they actually want to be?

They want to be able to walk around with their shirt off and have visible abs.

Question 3:

Why do they want to be there?

- 1) They want to be attractive to the opposite sex.**
- 2) They want to feel confident in themselves again.**
- 3) They want to feel in control of their own body and be the envy of other males around them.**

Question 4:

What can you give them to bridge that gap?

A Complete Diet Plan.
A Step by Step Workout Plan.
An Accountability Group to Keep them Focused and Motivated.

Need Help Locking in Your Audience to Answer These Questions?

Read This Post and Download the Fearless Social "Core Creation Formula".

<http://www.fearlessocial.com/blog/3-simple-steps-to-reading-peoples-minds-so-you-can-turn-them-into-customers/>

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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:

Going to their Local Gym on their own.
It failed because they didn't have a detailed plan and they didn't have someone to push them every day.

Failed Solution #2

The Insanity Program (beachbody).
It failed because they didn't have anyone to keep them motivated and because the diet plan wasn't wonderful.

Failed Solution #3

The Atkins Diet.
It failed because they didn't have anyone to keep them accountable or answer questions when an issue came up.
It was also too strict to stick to all the time.

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THE ALPHA BUYER

This is a Real Person 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: **Jerry Simpkins**.

Exact Age: **42**

Sex: **Male** or Female

Job: **Owner at Simpkins Studios (camera shop)**.

Favorite Hobby: **Nature Photography**.

The Most important thing to them: **His 3 Year Old Son**.

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

Yes.

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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")

"Get Cut"

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: **Lose 30lbs**

TIME PERIOD: **the next 90 Days**

MAIN BENEFIT: **do it without having to step into a gym or starve yourself.**

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: **Fitness Insider** Reveals...

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

(Same as Above)

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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: 5 "fat loss food rules"
(Pattern Interrupt)

You'll Learn How to lose weight quickly by sticking to 5 simple rules
(Feature)

and this is good for you because you'll never wonder what or how much to eat to lose weight.
(Benefit)

Feature Benefit #2:

Feature Fancy Name: The 80/20 Workout Method
(Pattern Interrupt)

You'll Learn How to get in shape with very little exercise.
(Feature)

and this is good for you because you won't alter your schedule drastically to get all the exercise you need to lose weight.
(Benefit)

Feature Benefit #3:

Feature Fancy Name: "This Time is Different" Success Hack
(Pattern Interrupt)

You'll Learn How to Program your brain to make this a lifelong habit
(Feature)

and this is good for you because you won't relapse and fail again.
(Benefit)