

PAIN POINTS & SOLUTIONS WORKSHEET

Your customer does not describe their problem the way you do. You say “plumbing repair.” They say “there is water running in my cabinet and I need it to stop.” This worksheet helps you write each problem in your customer’s own words, and then write your solution in those same words.

Use it after you have filled in the Marketing Avatar Worksheet, so you know who you are writing for.

HOW TO USE IT

1. **Write the problem the way you would describe it** as the professional who provides the product or service.
2. **Rewrite it the way your avatar would say it**, out loud to a friend or into a search box. Sometimes what they describe is only the symptom, not the root problem. Write it their way anyway.
3. **Write your solution in that same language.** Aim for a solution good enough that they would come back to you and recommend you to someone they know.

FOUR EXAMPLES

THE PROBLEM (YOUR WORDS)	THEIR WORDS	YOUR SOLUTION IN THEIR WORDS
A leaking sink caused by a broken hose	“I have water running in my cabinet under my sink and need help stopping it.”	We fix leaks in your house, quickly and permanently.
A marriage ending for reasons that could be fixed	“My marriage is falling apart, and I pray to God it can be saved.”	Marriage counseling for those who want to save their marriage through a faith-based approach.
A gift for someone who does not need anything	“I want to give a personal gift to someone I care about that they will appreciate.”	Personalized gifts people will value. Get the perfect gift for the person who has everything.
Foot pain when walking, even short distances	“My shoes hurt my feet and I don’t know why.”	If your feet hurt even on short walks, come in for our custom orthotics fitting.

As your business grows, ask customers why they chose you and what their problem was, and write down the exact words they use.



YOUR AVATAR'S PROBLEMS

Avatar name:

Business or offer:

THE PROBLEM (YOUR WORDS)	THEIR WORDS	YOUR SOLUTION IN THEIR WORDS



REVIEW AND VERIFY YOUR AVATAR

This is often the hardest part, because you have to step outside of having written the avatar yourself and read it as a neutral reviewer. You are looking for blatant things that contradict each other, and for subtler things you may have overlooked the first time. Come back to it often, based on what customers tell you and on what changes around you.

- [ ] **Does anything in my avatar contradict something else?**
  Example: your avatar is spiritual but not religious, so a religious-based offer will not appeal to them.
- [ ] **Does my avatar match the product or service I actually offer?**
- [ ] **Does my avatar line up with my internal brand?**
  Example: a thrifty coupon clipper does not line up with a high-end product.
- [ ] **Does it make sense?**
  Are there really people like this, and are there enough of them to build a business on?
- [ ] **Has anything changed since I wrote it?**
  Example: your customers move from one social media platform to another over time.
- [ ] **Have I written down the exact words customers use** when I ask what their problem was and why they chose me?

CHANGES TO MAKE

Reviewed on: _____ Next review: _____