

Questions

FOR YOUR FUTURE CLIENTS

IDENTIFY NEEDS

1. IF YOU COULD WAVE A MAGIC WAND AND SOLVE YOUR NUMBER ONE PROBLEM RELATED TO _____ (ENTER YOUR INDUSTRY HERE), WHAT WOULD THAT PROBLEM BE?

2. WHAT IS HOLDING YOU BACK MOST RIGHT NOW?

3. WHAT IS THE ONE PROBLEM THAT YOU WISH YOU COULD FIX TODAY RELATED TO _____?

PRICE SPECIFIC

1. WOULD YOU BE WILLING TO PAY FOR YOUR DREAM SOLUTION TODAY?

2. IF SO, HOW MUCH WOULD THAT SOLUTION BE WORTH TO YOU?

3. WHAT ARE SOME IMPORTANT FACTORS THAT YOU WOULD CONSIDER BEFORE PURCHASING?

4. WOULD YOU PREFER TO PAY PER SERVICE OR HAVE A MONTHLY FEE FOR MULTIPLE SERVICES?

PAIN & STRUGGLE

1. WHAT HAVE YOU TRIED BEFORE TO SOLVE THIS PROBLEM THAT HAS FAILED?

2. HOW MUCH IS THIS PROBLEM COSTING YOU IN ____ (LIFE, HEALTH, BUSINESS, ETC)?

3. WHAT WOULD YOUR LIFE LOOK LIKE IF YOU SOLVED THIS PROBLEM?

4. HOW WOULD YOUR DAY BE DIFFERENT IF THIS PROBLEM WAS SOLVED?

BARRIERS TO PURCHASE

1. WHAT WOULD KEEP YOU FROM PURCHASING THIS PRODUCT TODAY?

2. WHAT WOULD YOU WANT TO KNOW BEFORE PURCHASING?

3. HOW BIG OF AN ISSUE IS PRICE IN YOUR DECISION?

4. WHAT IS MOST IMPORTANT RELATED TO _____ TO YOU?