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W,W,W,W,W,H,WI?

For Prospects, Answer:

- WHO is the specific target prospect?
 - Be specific, gender, education, employment, family
 - But also identify what it is about them that makes them DESTINED to have the problem you aim to solve.
- WHAT is the nature of their specific problem?
 - Is it physical, mental, emotional, etc.
 - Is it painful, annoying, bothersome, etc.
- WHEN do they actually experience the problem?
 - How often do they suffer?
 - How long do they suffer?
 - What amount of time is WASTED by this problem?
- WHERE else does the problem affect them negatively?
 - Besides when they are actually experiencing the problem...
 - What are the ripple effects or domino effects that the problem leads to?
- WHY can't they solve it themselves?
 - How has it never been their own fault?
 - Why does this problem happen to them vs. others?
- HOW have they tried to solve it and failed?
 - This has to do with things they thought to try themselves.
 - It also has to do with the competing solutions.
 - Give them the "full menu" of solutions that don't work.
- WHAT IF they could solve it, what would life be like?
 - Show them the possibilities of a life without suffering.
 - Show them the reverse of all the things we identified above.

For Yourself, Answer:

- WHO are you to have solved this problem?
 - What are your unique circumstances?
 - Why were YOU, specifically, destined to be the person who solves this problem?
- WHAT is your solution?
 - What is the physical nature of it?
 - What will it do for the prospect?
- WHEN can they solve the problem once they get it?
 - Is it an instant solution?
 - Will they have to work at it?
 - Are the results something that last forever, or does it take more?
- WHERE else can they use the solution?
 - Where will they gain benefit beyond just solving the specific problem?
 - Mirror this to the ripples/dominos above.
 - Does your solution have multiple applications?
- WHY is your solution the best one available?
 - How does it stand out among all the other options?
 - How is it not just better, but the ONLY smart solution?
- HOW does your solution work?
 - This is about physical function...
 - This is about equipment and tools needed...
 - Alternately, HOW can they get the solution?
- WHAT if they don't get your solution now, what would life be like?
 - This is a way to call back the negative aspects from the prospect side.
 - Will they stay the same, stagnant?
 - Will things get worse?
 - Use what you know about WHERE and WHEN to paint a vivid picture.