

The Secret Formula Worksheet

Building Curiosity for Your Business

Build curiosity and **stop losing
potential customers**



SECRET FORMULA WORKSHEET

Problem Example:

“Well, you know how people struggle to go to the gym because they don’t have anyone to keep them truly accountable to going? I’m a personal trainer and I help people stay accountable so that they ultimately hit their fitness goals and feel amazing!”

Write down ALL the problems your product/service solves:

Now pick ONE! ONE problem your product/service solves for your customer. Only pick one problem because when you pick too many your customer’s “conserve calories” instinct will kick in and start ignoring you.

Write down the ONE problem your product/service solves:

Solution Example:

“Well, you know how people struggle to go to the gym because they don’t have anyone to keep them truly accountable to going? **I’m a personal trainer and I help people stay accountable** so that they ultimately hit their fitness goals and feel amazing!”

Write down the ways your product is the solution to the problem you selected:

TIP: This could be as simple as just stating the name of your company. Now if your company name doesn’t clearly state what you do or the solution you provide, add a short solution to the problem you state in your problem section.

In our example the problem is people not having someone to keep them accountable to going to the gym. So the solution is a personal trainer that keeps them accountable.

Benefit Example:

“Well, you know how people struggle to go to the gym because they don’t have anyone to keep them truly accountable to going? I’m a personal trainer and I help people stay accountable **so that they ultimately hit their fitness goals and feel amazing!**”

Write down ALL the benefits of your product/service if your customer buys it:

TIP: Write down physical, short-term, and long-term benefits.

Now pick ONE maybe TWO. We have two short benefits in our example but if you have a benefit that tied into your problem and solution nicely, then run with one!

Write down the ONE (or two) benefits of your product/service:

PROBLEM:

SOLUTION:

BENEFIT:

Now put it all together!

TIP: Your problem can be stated as a question or just a matter-a-fact statement. Your solution can start with "At Your Company Name" followed with your solution. A nice transition from solution to benefit can be done by using the words "so that".

Not exactly sure if you did this right?

Started to do it but can't finish because you simply don't have time?

Just looking for someone to take marketing off your plate so you can focus on things you actually like?

Whatever your situation is we want to help you!

Schedule A Call

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