

Educate Brainstorming Worksheet

Educate Stage

In this stage, the buyer is learning about the problem and identifying solutions. List the questions that customers have asked in the past and brainstorm more questions. Also, consider case studies and research other companies for ideas.

Target Customer Segment: _____

What questions have other buyers asked?

What problems need to be solved for this buyer?

What other topics would resonate with buyers?

These success stories are worth sharing:

Topics to Brainstorm

What are some common mistakes that you help people avoid?

- ✓ 3 mistakes most people make when [buying their first home, cleaning their pool etc.]
- ✓ Do you make these 3 mistakes [raising your children etc.]
- ✓ 3 common mistakes you don't know your're making [investing etc.]

What are the frustrations people have when they buy from competitors?

- ✓ 3 questions to ask before you hire a service provider [mechanic, house cleaner etc.]
- ✓ 3 biggest problems with [public schools etc.]
- ✓ 3 mistakes that rookie [lawyers] make when [writing wills]

What are your customers curious about or trying to learn?

- ✓ 3 questions I always get asked about [marketing, investing etc.]
- ✓ 2 things they should have taught in college [time management, finances etc.]
- ✓ 3 tips for dealing with [unhappy customers, employees etc.]

What are the underlying goals your customers have?

- ✓ 3 tips for successfully [publishing] your [first book]
- ✓ 5 things you absolutely need to know about [lawn care, debt etc.]
- ✓ 3 proven tips to [increase energy etc.]
- ✓ 3 tricks to fixing your [SEO] problem