

## Discover What Problems Your Clients REALLY Want Solved (and what problems they won't invest money to solve)

When clients are thinking about hiring you, it's because they want a **specific problem** solved. **The types of problems people most frequently invest in to solve have to do with:**

1. Money / finances
2. Love / Relationships
3. Health / Wellness

**No matter what type of services you provide** (health and wellness coach, artist, business success coach, palmist, Feng Shui consultant, life coach, etc.), you **MUST** tie in the results of "what you do" into these three **BIG** areas.

The mistake many people make is the results they offer potential clients are "fuzzy," such as:

- Get rid of guilt
- Life balance
- More joy and freedom
- Increase confidence or self esteem
- Remove blocks that hold you back
- Get "more" of what you want out of life
- Find out your life's purpose

Even though the above results are life-changing (no doubt!), it is proven people *will not invest in these results*, because they are looking for a **specific problem**, something more tangible that ties into the three big areas to solve.

For example, to increase "freedom" in a person's life, a marketing coach may offer a program and result for their services to *"create a 7-step plan to increase cash flow in 30 days that results in less worries about money, and puts you on a path to financial freedom."* See how specific this is, and how it ties the 'freedom' with money—a BIG motivator?

### The Top 10 Reasons Why People Buy

1. Make more money
2. Save more money
3. Save time
4. Avoid effort
5. Obtain more comfort
6. Achieve greater cleanliness
7. Attain more vibrant health
8. Escape physical pain
9. Gain praise
10. Be more popular

**Here is a list of results to give you even more ideas:**

Make more money	Save money	Save time
Avoid effort	Get results faster	Gain comfort
Live better lifestyle	Escape physical pain	Gain praise and recognition
Eat healthier	Be a good parent	Invest in future
Lose weight faster	Be a good spouse	Gain pleasure
Manage weight easier	Be loved	Protect family's future
Be sexier	Be secure in old age	Prevent unemployment
Be more beautiful	Be your own boss	Get a promotion
Look younger	Escape drudgery	Gain prestige
Be a sought-after expert	Have more energy	Protect family assets
Be independent	Avoid trouble	Be a better leader
More convenience	Live longer	Get rid of aches and pains
Be liked	Be popular	Be efficient
Be an expert	Feel less hungry	Fit into your clothes
Drop a dress size or two fast	Find a love partner/soul mate	Save for college education
Protect family heirlooms	Avoid embarrassment	Be successful at...

You get the idea!