

Problems

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Problems Key takeaways

- Focus on perceived problems (what prospects believe is stopping them), not just objective problems.
- List every intricate step someone must take to achieve the outcome; each step is a source of problems.
- Each problem has "flavors": perceived lack of value ("not worth it"), low likelihood of achievement ("won't work for me"/"can't stick"), and external factors that get in the way.
- Understanding nuance in language/thought patterns reveals specific objections to reverse.

Checklist

1. Map every step required for success
 - List every detailed action the prospect must take (e.g., grocery shopping → unpacking → cooking → prepping → eating → cleaning → feeding family → eating out).
 - Why: Exposes all friction points and gives you specific places to intervene and create solutions.
2. For each step, identify the perceived problem(s)
 - Write the prospect's thought/objection for that step (e.g., "it's not worth it," "too many stores," "I won't stick with it").
 - Why: Perceived problems are what prevent action; addressing them directly increases adoption and completion.
3. Classify each perceived problem by flavor
 - Tag problems as value/outcome concerns, likelihood-of-achievement concerns, or external-factor concerns.
 - Why: Helps design targeted responses (e.g., value boosts, implementation support, environmental fixes).
4. Capture objections in the prospect's language
 - Record common phrases/excuses exactly as prospects say them ("it won't work for me," "too far," "not worth it").
 - Why: Nuanced language guides messaging and counter-arguments that feel empathetic and specific.
5. Enumerate external factors specific to your service

Notes:

- Perceived problems determine buying behavior; list and classify them before designing solutions.