“Magnetic Messaging Essentials”

Preparation Form

1) Who are your ideal clients? (include as many details as you can)

2) What do they struggle with the most? What are their biggest challenges?

3) What ONE specific problem can you solve for them?

4) What do your ideal clients ultimately want to achieve? What results do they want to create? *Describe in the words of your ideal clients – what exactly would they say?*

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5) Why is it important to them? *Describe in the words of your ideal clients.*

6) What are they hoping to eliminate or change? *Describe in the words of your ideal clients.*

7) What frustrates them about this problem? How does it impact their day-to-day life or emotional well-being? *Describe in the words of your ideal clients.*

8) What small wins or milestones are they looking for? What immediate benefits or results would make them happy?

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9) What's standing in their way? Why are they not able to achieve the result or transformation on their own? *Describe in the words of your ideal clients.*

10) What have they already tried to achieve their goal and solve the problem? Why didn't it work?

11) What do they already know about this problem or solutions?

12) What's your short bio (100-150 words)?

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13) What ONE specific paid offer/package/program do you have to solve this problem?

Has it already been created?

Title:

Specific problem it solves:

Specific result or transformation it provides:

Format:

Price:

List specific results/testimonials you have for this result/transformation:

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14) What makes you an expert on this topic? List everything that applies.

15) What is unique about your offer or your approach?

16) List 5 questions your ideal clients ask you ALL THE TIME around the topic of your offer:

17) List 5 objections your ideal clients might have for your offer:

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18) List 5 mistakes, myths, or misconceptions your ideal clients have around the topic of your offer:

19) Do you have a lead magnet related to this topic? If you do – list the title here, if you don't, list your ideas.

20) Do you have a webinar/presentation related to this topic? If you do – list the title here, if you don't, list your ideas.

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