Questions to Ask Yourself for the "Myths, Mistakes and Misconceptions"

Questions to Identify Myths:

- What are the most common myths your ideal clients believe about solving their problems?
- What outdated advice are they following?
- What do your clients believe that simply isn't true?
- What conventional wisdom are they accepting that doesn't work anymore?
- How do these myths make them feel stuck, frustrated, or discouraged?

Follow-up Questions:

- Where did they learn these myths? (Social media, outdated books, well-meaning friends?)
- How long have they believed these myths?
- What evidence are they using to support these beliefs?
- How much time/money have they wasted following these myths?
- What would be possible if they let go of these limiting beliefs?

For Each Myth:

- How can you prove this myth wrong with a client success story?
- What data or evidence can you share to disprove this myth?
- How can you address this myth in your marketing without being confrontational?
- What simple experiment could clients try to disprove this myth themselves?
- How can you turn this myth into an engaging piece of content?

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Questions to Identify Mistakes:

- What mistakes are your ideal clients making right now that are preventing them from getting results?
- What are your clients doing that's making their situation worse?
- What strategies have they tried that were doomed to fail?
- What approaches do they take that give them short-term relief but long-term problems?
- What are they consistently doing too much or too little of?

Follow-up Questions:

- Why do these mistakes seem logical at first?
- What immediate benefits make these mistakes tempting?
- What's the real cost of these mistakes (time, money, emotional)?
- How do these mistakes connect to deeper underlying issues?
- What's the first small step to correcting each mistake?

For Each Mistake:

- What's the smallest change that would correct this mistake?
- How can you help clients spot this mistake before they make it?
- What systems or tools could prevent this mistake?
- How can you make the better alternative more appealing?
- What metaphor or story could illustrate why this is a mistake?

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Questions to Identify Misconceptions:

- What are the objections or doubts your audience has about your offer?
- What cause-and-effect relationships do your clients believe in that aren't actually accurate?
- What do they assume about your process that isn’t true?
- What are your clients overcomplicating or oversimplifying about your topic in a way that prevents progress?
- What do they assume must happen first before they can succeed?

Follow-up Questions:

- How are these misconceptions affecting their decision-making?
- What fears or doubts stem from these misconceptions?
- How do these misconceptions show up in their questions to you?
- What success stories directly contradict these misconceptions?
- How can you demonstrate the truth without overwhelming them?

For Each Misconception:

- How can you demonstrate the reality in a way that builds confidence?
- What step-by-step process would clarify the truth?
- How can you address this misconception in your onboarding?
- What visual or diagram could explain the reality clearly?
- How can you turn this misconception into a teaching opportunity?

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Bonus Advanced Connection Questions

Integration:

- How do these myths lead to specific mistakes?
- Which misconceptions reinforce which myths?
- What patterns do you see across all three categories?
- How do these issues build on each other?
- What solutions could address multiple issues at once?

Client Journey:

- At what stage do these issues typically appear?
- Which ones need to be addressed first?
- How do they evolve throughout the client relationship?
- What triggers tend to activate these beliefs or behaviors?
- How can you prevent new ones from forming?

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