

# CLIENT NEEDS IDENTIFIER

*Reveal your prospects most  
urgent needs ...  
Then solve them!*

# Step 1: BRAINSTORMING

Put yourself into your prospect's mind. Imagine their existence and list everything you can think of as it relates to your work. List as many items as you can in point form.

What do they SEE?	What do they HEAR?	How to they BEHAVE?	What do they SAY?	What's MISSING?	How do they FEEL?

## Step 2: DETAILING AND PRIORITIZING

Transpose each item from step 1 into the relevant tables on the following pages. Imagine how your prospects FEEL about each item in column #1, list how you solve that problem for them and then prioritize them from 1 to 10. You don't need to be too picky here, just use your best guess. Repeat this process for each of the following 5 tables.

What do they SEE?	How does that make them FEEL?	How do I solve this problem?	Priority 1 - 10

# DETAILING AND PRIOROTIZING

What do they HEAR?	How does that make them FEEL?	How do I solve this problem?	Priority 1 - 10

# DETAILING AND PRIORITIZING

What do they BEHAVE?	How does that make them FEEL?	How do I solve this problem?	Priority 1 - 10

## DETAILING AND PRIORITIZING

What do they SAY?	How does that make them FEEL?	How do I solve this problem?	Priority 1 - 10

## DETAILING AND PRIORITIZING

What's MISSING?	How does that make them FEEL?	How do I solve this problem?	Priority 1 - 10

## Step 3: TARGETING

List all of the #1 priority items from the previous tables. For each item on the list, make your notes on how you might improve your positioning as it relates to that problem. For example, does your market know you solve that problem? If so, why do you feel they are not buying as often as they should? What might you do to improve how you position yourself as a solution to each problem? There are no right or wrong answers here...the purpose is for you to reflect upon where you might be missing the target so you can improve your approach.

Priority Item	Your Notes



Priority Item	Your Notes



## Meet Diana

For 35 years, Diana Lidstone has been a business owner and worked globally with small business owners who are tired of doing the 'marketing hustle'.

An international speaker and best-selling author of 'Shift into Rich: Navigate the 9 Roadblocks to small business success'.  
Diana is the creator of "The Marketing Proficiency Effect™.

If you're ready to get more clients today from your marketing, you need Diana Lidstone's Marketing Trifecta™ – a proven 3-step system that will have clients lining up to work with you!

Diana can often be found walking her dog and drinking champagne (not at the same time)!

Want to learn more – book your complimentary Marketing Acceleration Session [here!](#)