

## ENA Module 1 Lesson 3: Discover Their Pain (Video Transcribed)

Carol Mortarotti: Okay. Here we are on module one, lesson three. This is a really good and important one, *Module One Lesson Three: Discover Their Pain*.

Your niche product has to be their solution. Studies show that when we buy something that we want, we buy it based on our emotions so when writing your sales copy, you need to target their emotions. Make them want what you have to offer because it's going to stop their suffering and solve their problems, stop their pain, stop their bleeding. You need to get into your customer's head and speak to their pain. Speak to their wants and their problems, their frustrations, their fears and their desires.

Be the solution to their problem. In order to do that, you have to identify your markets. You have to identify what their biggest problems are. What are their biggest challenges, their biggest fears, and their biggest frustrations? What questions do they frequently ask? What are their wants and desires? Once you figure all this out, then it's easy. You're just going to create a product based on the answers to all these.

Seeking out their pain, how do you do this? You're going to go on some forums and take really good notes on all the things that we discussed. You're going to look and see what questions are being asked over and over. What are their struggles and their frustrations? What are they having problems with and what are they not getting the answers to?

When you go on the forums and review their struggles, take notice of what your competitors are offering as a solution and how much they are charging.

The top forum that I highly recommend, first and foremost, is [WarriorForum.com](http://WarriorForum.com). I learned so much. There are so many top people on this website and they really give great advice. They have phenomenal products that they sell in there as well so sign up. It's free and do a search and just put in your keyword and see what's out there. See what people are talking about. What are their struggles? Another one is [Digital Point](http://DigitalPoint.com). [The IM4Newbies](http://TheIM4Newbies.com) is a forum, you guessed it, for newbies. There's also [WickedFire](http://WickedFire.com) and [V7N](http://V7N.com).

You don't have to go and spend hours on this. Just go to a couple of them, even if you just go to the WarriorForum. Once you get about 5 to 10 problems that people are consistently having and you're also taking notes of what the answers are, then that's enough.

Additional places you can look are on Google. You can do a "Google niche keyword + forums", "+ vbulletin". You can also do "Google niche keyword + struggles" or "+ frustrations", "+ fears", whatever you feel that's coming up consistently.

If you have a large list, you can send a survey. It's free. Go to [SurveyMonkey.com](https://www.surveymonkey.com). I think you get up to 10 questions you can ask. So send a survey to your list using SurveyMonkey and ask them. What are your biggest struggles? What are your biggest challenges and your fears? What's holding you back? What's keeping you from moving forward? These are really important questions because your product is going to be based on discovering what their pain is.

Now the three reasons why they're going to buy. People will purchase your products or services for these three basic reasons. One is to satisfy basic needs. Two is to solve a particular problem and three is to make themselves feel good.

Your product must do one of the following. It must solve their problem, save them time, save them money, help them feel better, free up more of their time or earn them additional income.

Now the compelling offer. So now that you've studied what your competitors are offering as a solution, you need to figure out how you can improve on what they're offering and make your offer even more compelling. If they're offering a 30-day guarantee, then make your offer a 60-day guarantee or a 90-day guarantee. If they're offering 15 minutes of a free consultation, then maybe do 30 minutes. Make your offer better and more enticing than what your competitors are doing.

I hope this helps you really get into the psych of your customer, where their frustration is and how your product is going to resolve all their problems. That's it. This is a quick lesson, module one, lesson three. I'll see you in module two.