

# THE SPECIFIC PROBLEM WORKSHEET

*(Use this page to clarify the first problem you help your specific audience solve.)*

## STEP 1 – NAME THE SOLUTION YOU PROVIDE

What do people walk away with when they work with you?

**Example A:**

“I help my specific audience create harmonious relationships.”

**Example B:**

“I help my specific audience get clear in their marketing so they can find paying clients.”

Write yours below:

**I help my specific audience** \_\_\_\_\_

## STEP 2 – TURN YOUR SOLUTION INTO A PROBLEM

Now invert your solution — simply write it as the challenge your audience faces before working with you.

**Example A:**

“The problem I solve for my specific audience is relationship conflict/disconnection.”

**Example B:**

“The problem I solve for my specific audience is confusion about how to market themselves.”

Write yours below:

**The problem I solve for my specific audience is**

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## STEP 3 — NAME THE ‘TOP OF MIND’ PROBLEM

This is how your specific audience actually *talks about* their experience at 2am — not the professional version, the human one.

**Example A:**

“The top-of-mind problem I solve is constant arguing / feeling unseen by their partner.”

**Example B:**

“The top-of-mind problem I solve is feeling stuck without clients.”

Write yours below:

**The top-of-mind problem I solve for my specific audience is**

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