

Discovering Your 3 Problem–Solution Bridges

✓ Step 1 – Your Enticing Title

Write your working title (so your partner can turn it into a question):

Example:

“3 Hidden Mistakes HeartMath Coaches Make That Keep Them Struggling to Find Paying Clients.”

My working title:

✓ Step 2 – The Interview

Choose an interview partner:

- colleague
- friend
- coach
- family member
- recording alone if needed

Ask them to **turn your title into a question**, such as:

“So what *are* the 3 hidden mistakes _____ make that keep them struggling with _____?”

Record the conversation.

As you answer, ask them to keep prompting:

- “What else?”
- “Tell me more.”
- “What’s another reason?”
- “Why does that matter?”
- “How does that show up?”

Let **at least 5-10** problems come out of you.

Write them below:

Raw list of problems / mistakes / stuck patterns:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

✓ Step 3 – Choose Your Best 3

From the list, circle the **three problems** that:

- are common,
- are meaningful,
- and point naturally toward your offer.

Write them below:

Data Point #1: _____

Data Point #2: _____

Data Point #3: _____

(Remember — #1 will eventually be your strongest.)

✓ Step 4 – Turn Each Into a Problem → Cause → Solution Bridge

Data Point # 3

Symptom / Surface Problem:

(What do they think is wrong? What do they say?)

Deeper Cause:

(What is *actually* behind this?)

Solution Pathway:

(What needs to change? How does your approach help?)

Give it a short memorable name:

Chunked name / title: _____

Data Point # 2

Symptom / Surface Problem:

Deeper Cause:

Solution Pathway:

Chunked name / title: _____

Data Point # 1 — The One Closest to Your Offer

Symptom / Surface Problem:

Deeper Cause:

Solution Pathway:

Chunked name / title: _____

✓ Step 5 – Sequence Your Countdown

Place them in order from 3 to 1:

3. _____ (second strongest)

2. _____ (lighter secondary insight)

1. _____ (the biggest insight that naturally leads to your solution)

✓ Step 6 – Final Reflection

Which of these three points — when understood — makes the biggest difference for your audience?

How does this naturally point toward your strategic offering?

✓ Completion Check

When you can answer “yes” to these, you’ve successfully completed Module 5:

- I have 3 distinct problems my audience faces
- Each one has a deeper cause named
- Each one has a solution pathway that connects to my work
- Each one has a short “chunked” name
- They are ordered 3 → 2 → 1 for impact
- Point #1 naturally positions my offering



You now have the structural bones of your Signature Talk.

In the next module, you will take each point and flesh it out using the **What-Why-How teaching formula** so you know exactly what to say when you present.