

W.E.B. Analysis

WANTS

Look at your <now and after grid>, the <checklist of common desires>, your <Ideal Client Outcome Exercise>, your <magic wand exercise>, and/or your <prospect Wants> worksheet (on page three of this worksheet).

From those worksheets, write down what your prospect DEEPLY wants or believes they need.

Customers want outcomes (results), not products. They are driven by deeper emotional benefits.

EMOTIONS

Look at the last row of your <now and after grid> and your <Ideal Client Outcome Exercise>. From these worksheets, collect the deep emotions of your prospect.

Also, if there is a big overarching emotion related to the problem you plan to solve for your prospect, make sure to identify it.

BELIEFS

What are the closely-held concepts your prospect lives by?

General Beliefs (is capitalism good? Bad? Is salesmanship negative? Are all millennials economically challenged?)

Problem beliefs (somebody else's fault? Rare? Common? Special skills are needed? A lot of money needed?)

Market beliefs (marketers are good? Bad? About [niche] professionals? Lawyers? Physical Therapists?)

Product beliefs (hype? Too advanced? Unsupported? Not ready for it?)

Your competitors (who is the best? Are there crooks? How many provide value?)

A large, empty rectangular box with a thin black border, intended for the user to provide answers or notes related to the questions listed above.

Prospect Wants

Your Prospect Wants to Gain...

Your Prospect Wants to Be...

Your prospect wants to do...

Your prospect wants to SAVE...

Your prospect wants to Avoid...

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Check the **common desires** of your prospect:

(doubleclick to select a single checkbox, then right click to select a "✓")

- Better Health
- More Comfort
- More money
- More leisure
- Greater popularity
- Pride of accomplishment
- Improved appearance
- Business advancement
- Praise from others
- Security in Old Age
- Social Advancement
- Be good parents
- Have influence over others
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- Be sociable, hospitable
- Be gregarious
- Express their personalities
- Resist domination by others
- Satisfy their curiosity
- Be up-to-date
- Emulate what's admirable
- Appreciate beauty
- Be proud of their possessions
- Be creative
- Acquire or collect things
- Be efficient
- Win other's affections
- Be "first" in things
- Improve themselves mentally
- Be recognized as authorities