What I've Found Worksheet

The "mind-reading" statement that makes your audience feel completely seen.

Step 1: Brainstorm 3–5 options for each part

Don't overthink it — focus on the real-world truths and struggles your audience experiences.

What I'v	e found is that most [TARGET AUDIENCE] (describe the problem they face)
1	
0. –	
They [Fl	EAR]
1	
 -	
••	
	RATION] (what's wearing on them, exhausting them, or making them doubt)
••	
 -	
[CHALLI	ENGE] (what they keep trying to fix without success)
_	
•	
5	

What t	hey really want is [IDEAL OUTCOME]
1	
•••	
4. 5.	
5.	
But the	ey think the problem is [FALSE PROBLEM] so they end up [FALSE SOLUTION].
1.	
2.	
3.	
4.	
5.	
The tru	ith is, the real problem is [REAL PROBLEM]
1	
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Э.	
And w	hat they really need is [REAL SOLUTION] — the exact thing you deliver.
1	
4 . 5.	
0.	
Step 2	2: Put it together
Choose	e the best pieces — or mix and match to create a few variations:
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Full "W	hat I've Found" Statement #1:

Pro Tips:

- This is where your audience thinks, "They get me."
- Speak directly to the emotions and beliefs underneath the surface problem.
- You can create different versions for different offers or client types.

Want me to create your What I've Found statements for you?

As part of my C+C Control Room™ package, I create three powerful versions:

- The Awareness Frame speaks to your audience at the exact stage they're in.
- **The Mirror Message** makes them feel instantly understood.
- The Emotional Trigger taps into deep motivations that drive action.

The Control Room™ also includes:

- ✓ Strategic Foundation (Market Research) understand who you're serving and what drives their decisions
- ✓ Core Messaging say the right thing, the right way, at the right time
- ✓ The Buyer's Journey meet your audience where they are—and move them forward
- ✓ Conversion Mechanics dismantle objections and flip the psychological switch to "yes"
- ✔ Brand & Content System create consistent, magnetic content that scales your presence
- Learn more here: <u>www.JustinYule.com/controlroom</u>