

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've found is that most [TARGET AUDIENCE]... *(describe the problem they face)*

1. _____
2. _____
3. _____
4. _____
5. _____

They [FEAR]...

1. _____
2. _____
3. _____
4. _____
5. _____

[FRUSTRATION]... *(what's wearing on them, exhausting them, or making them doubt)*

1. _____
2. _____
3. _____
4. _____
5. _____

[CHALLENGE]... *(what they keep trying to fix without success)*

1. _____
2. _____
3. _____
4. _____
5. _____

What they really want is [IDEAL OUTCOME]...

1. _____
2. _____
3. _____
4. _____
5. _____

But they think the problem is [FALSE PROBLEM]... so they end up [FALSE SOLUTION].

1. _____
2. _____
3. _____
4. _____
5. _____

The truth is, the real problem is [REAL PROBLEM]...

1. _____
2. _____
3. _____
4. _____
5. _____

And what they really need is [REAL SOLUTION] — the exact thing you deliver.

1. _____
2. _____
3. _____
4. _____
5. _____

Step 2: Put it together

Choose the best pieces — or mix and match to create a few variations:

Full "What I've Found" Statement #1:

Pro Tips:

- 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 Control Room™ also includes:

- 👉 Learn more here: www.JustinYule.com/controlroom