

Mission (Final)

Task:

- Write a series of SPIN questions

S = Situation Questions

P = Problem Questions

I = Implication Questions

N = Needs-to-PayOff Questions

Situation Questions

Function → Understanding their **Current State**.

- ❖ So What Is your current Goal?
- ❖ Where do you Stand right now?
- ❖ How is your business doing?
- ❖ How many programs/pages/ideas have you created?
- ❖ What changed when you did this?
- ❖ How do you look at your business now?
- ❖ Your current situation?

Problem Questions

Function → **Finding out** and **Analyzing** their problem.

- ❖ What is your current biggest problem?
- ❖ When Did the problem occur?
- ❖ How did the problem occur?
- ❖ Is it something you have encountered before?
- ❖ Did it happen because of something you HAVE done or HAVEN'T done?
- ❖ Is this a unique or common problem?

Implication Questions

Function → Theoretical **Examples** or **Suggestions** on taking action that would **fix the problem.** (*Basically Finding Solution*)

- ❖ Have you thought about this Idea?
- ❖ Would this (*creating a sales page*) help?
- ❖ Have you tried this (*sending email sequence*) before?
- ❖ How would customers approach this?
- ❖ Would It be helpful for.... to create a new.....?
- ❖ What If we'll try changing this?
- ❖ Did you think about increasing/expanding this?

Needs-to-PayOff Questions

Function → How much **Difference** would solving that problem made?
(Don't know If I nailed it or if its function is different - let me know please)

- ❖ Would it increase your Scale?
- ❖ Would it increase your LTV?
- ❖ Would customers find that amusing or useful?
- ❖ Would fixing this problem bring more/as much Value than/as effort that was put in?
- ❖ Would customers appreciate that Idea?
- ❖ Would It basically payoff?