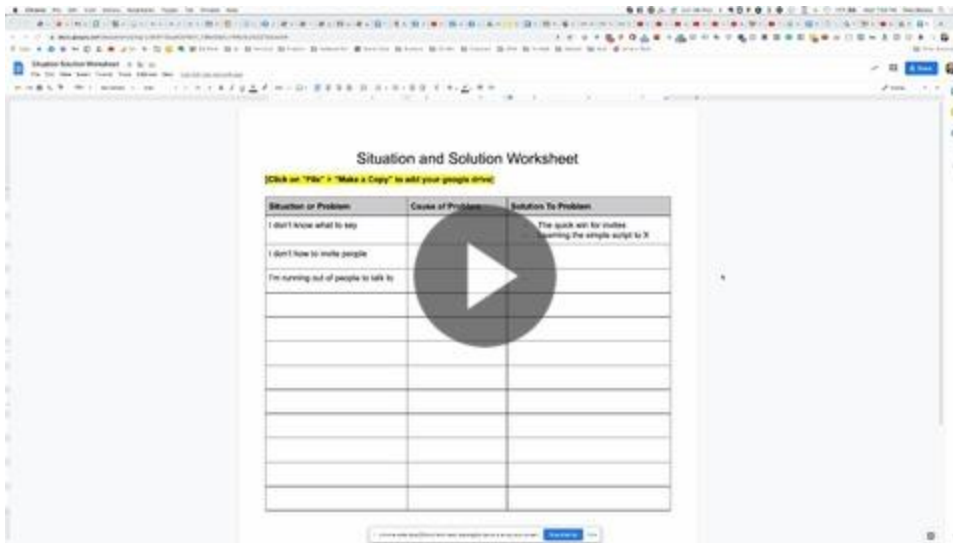


Situation and Solution Worksheet



Check out this video: <https://share.vidyard.com/watch/H5NKqtwisRdwepaP1SNdc3?>

Situation or Problem	Cause of Problem	Solution To Problem
People not registering for their webinar	- Bad landing page - Not targeting the right type of audience	- Clarify message - Use a better story in their ad - Optimize headline
I don't know what to write in my ads (ads are not converting)		
Headline is not resonating with audience	- Research wasn't done well - Lack of skill with copywriting	- Building your swipe file - Having proper headline formulas and frameworks that draw people
Don't how to do research	- Lack of knowledge, no one has showed them how to do it	- Learning to where to go to find your ideals customers - Figure what to look for when you go these place
