

"Emotional Needs"

Your Assignment:

- 1.) Brainstorm emotional needs of your prospects – their desires, as well as their fears.
- 2.) Prioritize them with "1" being the most pressing, most painful and most urgent need.
- 3.) Add to each need the solutions that you will offer in your product.

Emotional Need	Priority	Your Solution
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I. DESIRES

What your prospect wants to move towards

Emotional Need	Priority	Your Solution
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I. FEARS

What your prospect wants to move away from
