



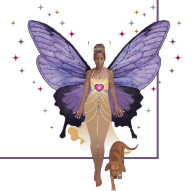
Pain Point Matrix

What are your ideal client's pain points? The information you add to this section should come from your own personal experience with your pain point and the information ALL your survey takers provided you.

Step 1: Make a list of all the issues surrounding your topic.

This list should be a brainstorm of things that you know about your topic. This list should be LONG! Try to come up with at least 20 to 60 issues that are bugging you and the people you want to serve. Create this list from your own life, as well as from what you learned from all the people who filled out your survey. And be sure to make your pain points span the mental, emotional, physical/material levels of being. You can also add spiritual and energetic wounding if those things are coming up for you. So make sure your pain point list includes those of yourself and your potential clients. Start your list of issues from the survey you created and then add your own insights and understanding. Make this a deep brainstorm where you write down everything that plagues your potential clients.

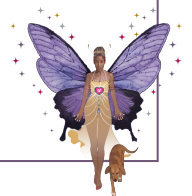
Make your list in the space below:





Make a list of all the issues surrounding your topic
continued...

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Step 2: Categorize your client's pain points.

In the below table, categorize ALL the pain points according to any affinities that you notice. For example, you might notice that several of the pain points on your list stem from an addictive personality. Or you might find that several of the pain points lead to feelings of insignificance. You may also notice that you can break down these pain points according to mind-body-spirit or you might notice that they align with the seven major chakras. You might notice that there is a correlation with the seasons or with the Moon phases. You could also notice that these issues all stem from a feeling of low self-worth or that they originate from having a narcissistic parent. This step will require some very deep thought and maybe even some research.

Enter your pain points into the table below:

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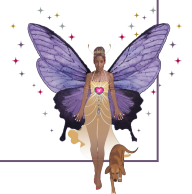




Step 3: Your Pain Point In the World

What examples or stories come to your mind as you study and explore these pain points? What images do you see? You can even draw from movies, books or stories you've watched or read. Here, you are looking for illustrations of the various pain points you are studying. Write down all these examples.

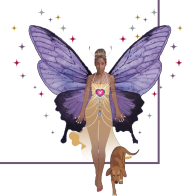
List your examples in the space below.





Your Pain Point In the World
continued...

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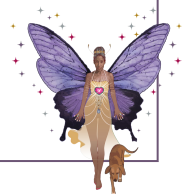




Step 4: Your Personal Experience

In what ways can you personally relate to these pain points? What is your experience with them? What personal stories and anecdotes do you have? Be generous in your personal examples. Make a list of all your experiences..

Write your experiences in the space below.





Your Personal Experience
continued...

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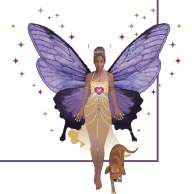


Step 5: Your Inner Circle Client's Experience

Using the data you obtained in your Inner Circle Client Profile Survey, how do these different pain points affect your Inner Circle Client? How do the pain points show up in their life? What are their struggles? What problems are they facing? You can copy and paste their answers directly into this form, however, you should also elaborate and expand as much as you can.

This process is helping you ENGAGE with your subject. The more you engage with the subject, the more you master the subject.

Write about the experiences of your Inner Circle Client in the space below.





Your Inner Circle Client's Experience
continued...

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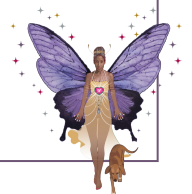




Step 6: Other People's Experience

Using the remaining data you obtained in your Inner Circle Client Profile Survey, how do these different pain points affect your other survey takers? How are the pain points showing up in their lives? What are their struggles? What problems are they facing? Like with your Inner Circle Client, you can copy and paste the other survey taker's answers directly into this form, however, you should also elaborate and expand as much as you can.

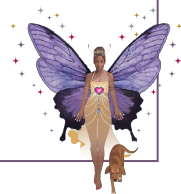
This process is helping you ENGAGE with your subject. The more you engage with the subject, the more you master the subject.





Other People's Experience
continued...

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Congratulations
on completing this worksheet!

Please share your work in our [Badass Butterfly Spiritual Life Coaches](#)
Facebook group.

