



## **The Pain Island Framework**

## I. Pain Island

That on-the-knees moment. It's a horrible moment that often represents total failure and pain. This is your introduction.

We're looking for the defining moment, the beginning of your journey towards creating that one big result for yourself. This moment in time, the story surrounding it, may be very personal.

What did that on-your-knees-moment look like for you? (Or, if you've never experienced the problem you help people solve, for one of your clients?)

Where were you?

What was going on in your head?

What were you feeling?

Who was with you?

What were you saying?

What did you hear, touch, or smell?

Place us in that moment with you. Paint us a scene.

When choosing your Pain Island story, you want to focus on a few things:

1. Find a defining, painful moment in time that got you (or your client) started on your quest for a solution, that's relevant to the big result you sell.
2. Choose one moment in time, even if it's really a composite of several.
3. Remember, the more personal the better, because personal sells.
4. Be aware of your target audience and what they need from you. Don't go for shock value if you've got a less jarring alternative.

**List the possible Pain Island stories that might serve your purpose.**

Possibility #1

Possibility #2

Possibility #3

Possibility #4

Possibility #5

Possibility #6