



The Pleasure Island Framework

Pleasure Island

What it looks like on the other side. The joy, accomplishment, feeling, result you get when you move through all of the obstacles. The big result your client is after, that one thing that people pay good money to help them solve. And the associated benefits. This is what we find at the end of the long journey. This is what makes the struggle worth it.

When all is said and done, after going through all of the obstacles, learning all of the lessons, this is what you make of the experience. This is the big way you've changed (or your typical client changed). This is why it was all worth it.

What does pleasure Island look like?

What does it feel like to have the problem that you address solved?

What pleasure do you experience?

How does life get better?

When you solved this problem for yourself (or your client), how did life open up?

What were the emotional, physical, financial, and spiritual benefits you received when you finally achieved the big result?

What did they look like, these associated benefits, what did they feel like, and even smell like?

Paint the picture for us. Place us in a scene so your readers can see, hear, and feel them.

Describe The Big Result You Give Your Clients

Describe The Associated Benefits

1. An **emotional benefit** they get from this big result:

2. A **physical benefit** they get from this big result:

3. A **financial benefit** they get from this big result:

4. A **spiritual benefit** they get from this big result: