Emotional Needs & Informational Needs

When creating your "Information Product" start by identifying the "Wants & Worries" of your customer. Then, after you've identified the emotional motivators, move over to the "Informational Needs" column, and list what you will teach your customer to meet their emotional need.

Emotional Needs

What are the "Wants & Worries" that your customer has? What are the specific results that they want to get, and the specific things that they want to avoid - the things that are most motivating to them emotionally?

1.They want to sell more of their artwork, products and creative services

2.They worry they'll have to go back to a job they hate or never be able to leave the one they have

3.They want to be recognized and respected for their work

4.They want to spend their days only around people they truly enjoy spending time with

5.They want to be creatively challenged

6.They only want to do work they love

7.They worry they won't be able to pay their bills

8.They worry they'll never enough money to travel, invest in their interests, get a studio or move into a home of their own, visit their family when they want

9. They worry their work will never good enough or they compare themselves to their competition

10. That their creative expression will be at the mercy and whims of "the machine" i.e. publishers, galleries, and decision makers other than actual buyers

Informational Needs

What information and advice will help them get the "want" that they have or avoid the "worry" that they have?

1. A free webinar and PDF blueprint showing you the top 10 ways to make money selling your artwork, products and service.

2. An online web course that teaches you step-by-step how to leverage your talents for cash by creating multiple income streams. Never worry again about going back to a job you hate. Includes a bonus "Exit Strategy Template" if you want to leave the one you currently have.

3. 10 Tips Special Report to becoming a recognized and respected authority in your speciality.

4. A five step worksheet to creating highly engaging online community forums through Ning, Facebook and Linkedin groups

5. My fool proof recipe I teach my clients on how to apply out-of-box thinking to come up with creative opportunities and solve creative challenges in a flash.

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