



THE PAIN PROCESS

WRITE YOUR
PRODUCT/
SERVICE →

**STEP 1: IDENTIFY
THEIR 3 GREATEST
PAINS**

**STEP 2: RELIEVE
THEIR 3 GREATEST
PAINS**

PROBLEM (IN 1 SENTENCE)

SOLUTION (IN 1 SENTENCE)

1.

1.

2.

2.

3.

3.