START

FINISH

Setting The Foundation

Start Of The Journey

On The Journey

End Of The Journey

Beyond The Journey

Step 2: Problem Aware

"I know what the problem is, but I don't know how to solve it"

Step 2: Problem Aware

When a prospect takes the **Problem Aware** Step, they are _clear what the opportunity is. Now, they are looking for what options exist to solve the problem or sieze the opportunity. Primary tools of discovery are search related, and include: a) Internal search (Do I want this / need this) ,or b) External Search (friends / family, search (google, etc), Marketer Generated Content Marketing._

They are in this step if:
they are aware of the difference between their IDEAL situation, and their ACTUAL situation - searching for how to close the gap.

Stay in this step until _they've decided HOW to accomplish their goal or solve their problem, and begin evaluating which provider to choose._

Feelings during the **Problem Aware** Step can include:

Feeling	Want them to feel
› Confused	› Clear
› Overwhelmed	› Relieved
› Fearful	› Confident
› "I'm Different"	› This is for me
› Optimistic	› Knowledgeable
› Determined	› I want this

What are your prospects feeling during the **Problem Aware** Step?
(write any that may apply)

	Feeling	Want them to feel
☐		
☐		
☐		
☐		
☐		
☐		
☐		

↰ Rank from Most Likely (1) to Least Likely (10)

Thoughts during the **Problem Aware** Step can include:

Thinking	**Want them to think**
› How do I fix it?	› I understand how, why
› Where do I start?	› This is "me"
› Who can I trust?	› I found the choice for "Me"
› What does this mean?	› This is "why" this is for "Me"
› Any other choices?	› This is the best VALUE for me
› Which is BEST, Fastest, Cheapest	› I know what options exist

What are your prospects thinking right now, during the **Problem Aware** step?
(write any that may apply)

Thinking	**Want them to think**
☐ _____	_____
☐ _____	_____
☐ _____	_____
☐ _____	_____
☐ _____	_____
☐ _____	_____
☐ _____	_____

↑ Rank from Most Likely (1) to Least Likely (10)

Activities during the **Problem Aware** Step can include:

Doing	**Want them to do**
› Google search	› Engage (watch, read, join)
› YouTube search	› Take assessment, quiz
› Amazon search	› Identify "where they are"
› Read books, articles, mags	› Get answers from you (trust)
› Asking family / friends	› Commit to solving the problem
› Discovering groups	› Speak with you (phone, webinar)

What activities are your ideal prospect engaging in during the **Problem Aware** Step? (write any that may apply)

Doing	**Want them to do**
☐ _____	_____
☐ _____	_____
☐ _____	_____
☐ _____	_____
☐ _____	_____
☐ _____	_____
☐ _____	_____

Rank from Most Likely (1) to Least Likely (10)

Marketing Assets & Messages

Asset types appropriate for the **Problem Aware** Step include:

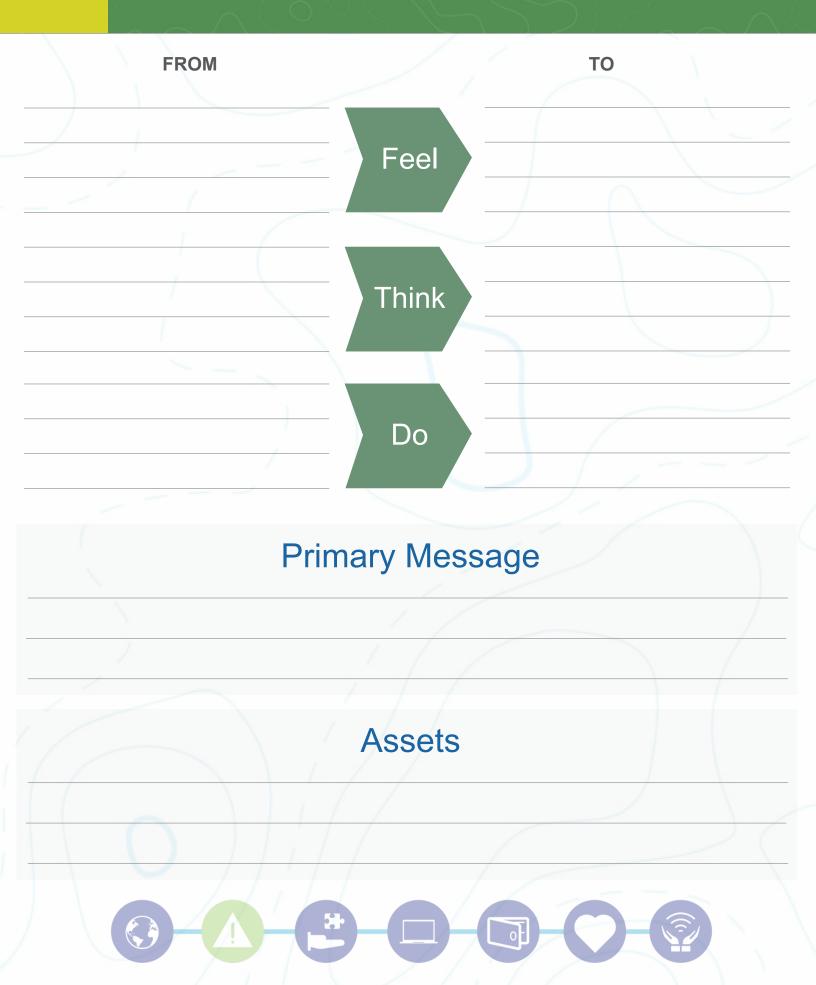| **Assets**	**Messages**
› _E-Book, Book, Mini-course_	› _There are several ways to solve your problem, here's the difference between each, and how to find the one right for you. [Brand] has earned the trust of people like you._
› _White Paper_	
› _Quiz / Assessment_	
› _Blog post, Earned media_	
› _YouTube videos / IG Live_	
› _Groups_	

List the assets and messages you feel will most likely move your prospect from **Problem Aware** to **Solution Aware**.

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

↰ Rank from Most Likely (1) to Least Likely (10)

FROM

TO

Feel

Think

Do

Primary Message

Assets