

# PUSH

Describe the reasons the customer is frustrated with the OLD WAY

# PULL



What is the exciting promise to the customer about the NEW WAY



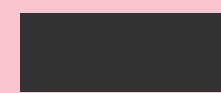
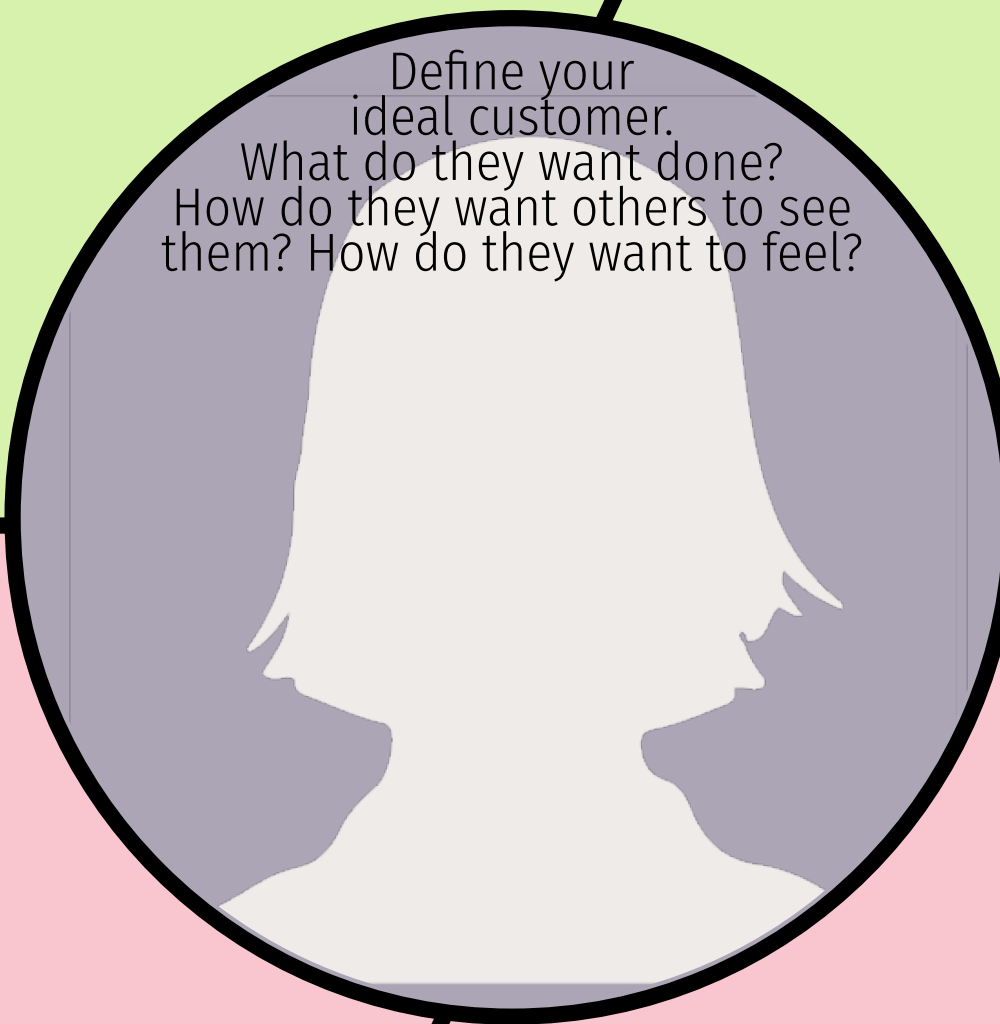
## OLD WAY

Describe what the customer is currently doing to solve their pain.

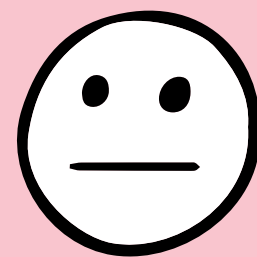
## NEW WAY

Describe the transformation the customer will experience.

Define your ideal customer.  
What do they want done?  
How do they want others to see them?  
How do they want to feel?

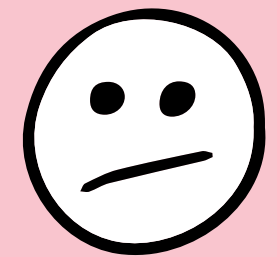


What keeps the customer happy or comfortable using the OLD WAY?



# HABITS

What makes the customer nervous about trying the NEW WAY?



# ANXIETY