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## Your Customer's Questions

We now move on to the creative part of the process - it's time to start creating content that your audience will respond to.

I want you to put yourself into the mindframe of someone who's advising one of your friends - with no goal of selling - you're just helping them to solve their problems. Imagine your best friend who lives on the other side of the world is having problems that only you can help them with but you can't provide the service or product because they're too far away. You're on the phone, they're looking for advice, they want to pick your brains.

How would you advise them? What pitfalls could they fall into? How can they get the best solution to their problem?

With this scenario in mind, write a list of the first 10 questions your friend would ask. What is troubling them and how would they ask the questions to find the answers?

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The questions my friend would ask are...
