

PAIN POINTS TASK

Hey peeps!

Find out what your customers “pain points” are.

Pain points are frustrations or challenges your ideal customer has, that your products or services help them to solve.

“No matter how fantastic your idea is, if it doesn’t solve a problem for your target market, it won’t be sustainable.”

– Louise Francis

An Example

PAIN POINT: A low income family wants some good quality photographs of their children to send to loved ones, but don’t know how they could possibly afford it.

YOUR SERVICES: You offer professional mini-portrait sessions for families at a lower price than a full session, and also offer payment plans to make it more affordable for low-income families to invest in quality photography.

Notice this example doesn’t say you are offering your services “cheaply” to satisfy certain customer types, but rather finding a solution that enables you to offer a professional service whilst still charging what you are worth, and what your business needs to be sustainable.

Another example

PAIN POINT: A mother-in-law wants to throw her pregnant daughter-in-law a special baby shower to honour her first grandchild. A unique, one-of-a-kind boutique celebration, but she can’t find any high quality, classy invitations with a special touch.

YOUR PRODUCTS: You offer custom designed hand-embellished invitations for all types of celebrations, a premium service at a premium price, no two sets are the same, a truly unique product for the discerning customer.

In these examples, the premium product is perfect for the customer throwing the baby shower, but would obviously not be suitable for the low-income family. This is why you need to solve the right problems, for the right people.





What are my customers pain points?

Make a list of 5-10 pain points that your ideal customer may have, and how your products or services might solve that problem for them.

Pain Point

Product/Service

