

Recon Worksheet for _____

(write your target market/audience in the blank above)

Fill Out This Worksheet And Use The Solution Column on the Right to Come up with Ideas for Lead Magnets, E-mails, Videos, Blog Posts and any other Content medium you will use to communicate with and help your targeted audience.

Problem, Pain, Situation, Question, Fear, Frustration	Answer or Solution

This table will help you to write compelling “so you can” and “reason why” bullets

What Result Do Your Prospect’s Want? (what’s the benefit?) “So You Can ...”	How Will Their Life/Situation Be Different? (the benefit of the benefit) “Their Reason Why”

List Every Possible Reason That You Can Think of Why Your Prospect Would Say “No” (Brainstorm all potential objections)	