PROBLEM	PURPOSE	OUTCOME
'One thing I help people do better is...'	'We do this because it helps them to...'	'The change in their life/business is...'

PROBLEM

Example: **One thing I help people do better is to connect with new clients faster than they would on their own.**

One thing I help people do better is _____ _____
                                        (verb)   **(type of person)**

_____.
           (action)

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

PURPOSE

Example: **We do this because it helps them to connect with new clients effectively.**

We do this because it helps them to _____ _____

                                                            (action)   **(person)**

_____.

    (adjective ending in -ly)

OUTCOME

Example: **The change in their life and business is - they create more income.**

The change in their life and business is _____ _____

                                                       (person)   **(action)**

_____.

   (result)