

Emotional Needs & Informational Needs



When creating your “Information Product” start by identifying the “Wants & Worries” of your customer. Then, after you’ve identified the emotional motivators, move over to the “Informational Needs” column, and list what you will teach your customer to meet their emotional need.

Emotional Needs

What are the “Wants & Worries” that your customer has? What are the specific results that they want to get, and the specific things that they want to avoid - the things that are most motivating to them emotionally?

Informational Needs

What information and advice will help them get the “want” that they have or avoid the “worry” that they have?