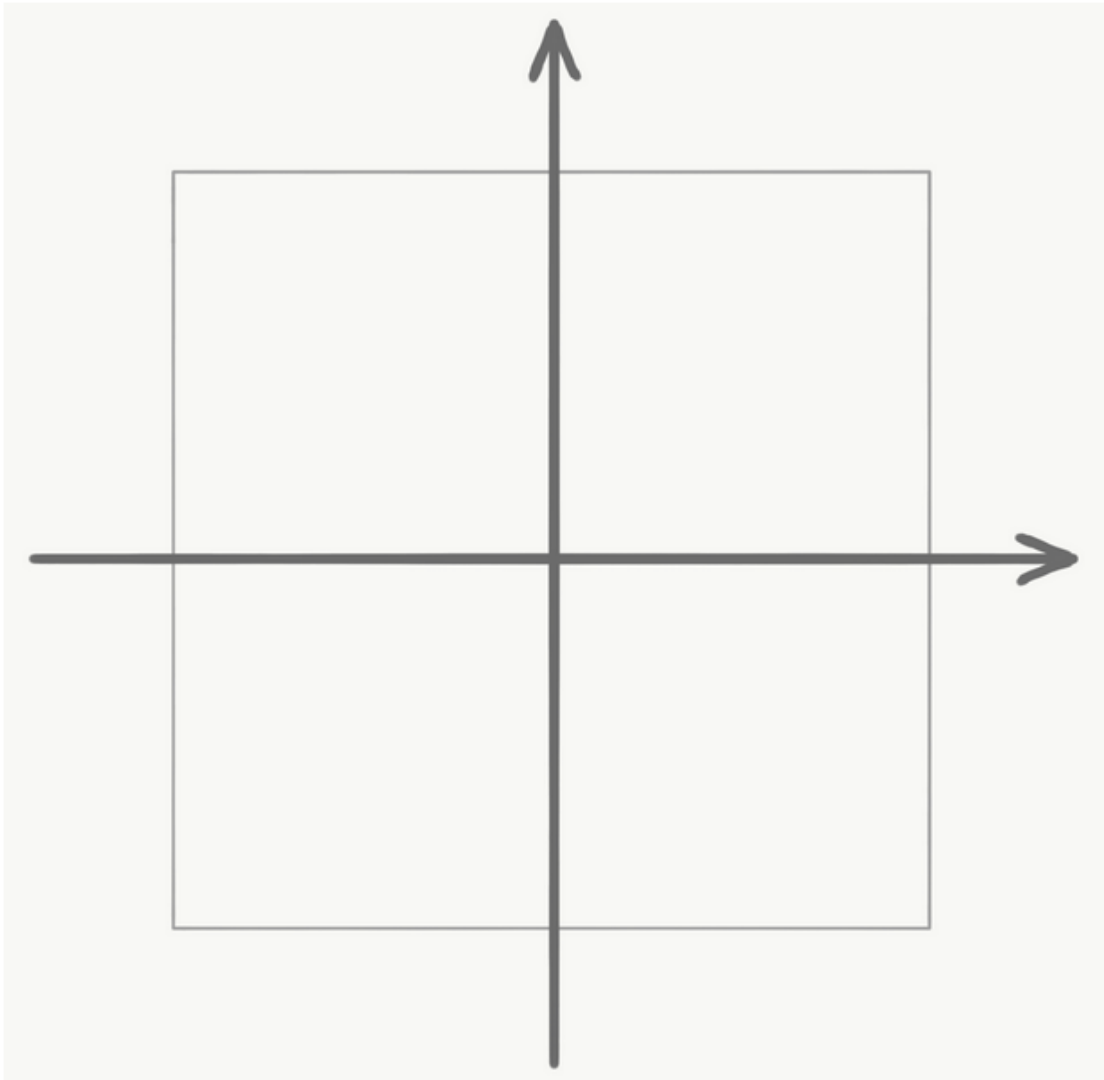# DEMAND CREATION

DEMAND CREATION STEPS:

PHASE 1: SELL THEM ON _____.

1. _____THEM: Remind them of who they are.

2. _____THEM: Remind them of the work they've already put in.

3. _____THEM: Tell them what you want for them (that they want too)

PHASE 2: SELL THEM ON _____.

4. _____THEM: Diagnose the situation they are in better than anyone (including them) have diagnosed it before

5. _____THEM: Share your unique mechanism or approach, which creates new potential, resurrects hope, and shows them an inspiring path forward.

PHASE 3: SELL THEM ON _____.

6. _____THEM: Tell them what you believe their path forward must be to address their problem, whether they work with you or not.

7. _____THEM: Extend a specific invitation to the way you can support them now.

DEMAND CREATION AUDIENCE EXPERIENCE:

PHASE 1:

1. You see who I am and see what's possible for me (in ways I can't even always see for myself).

2. You know the work I've already put in that's gotten me this far and what resources I gathered along the way. You want some amazing RESULT for me that I also want for myself.

3. You want some amazing RESULT for me that I also want for myself.

PHASE 2:

4. You understand my situation better than I do myself (why I'm stuck or need support at this point in my journey).

5. You have a unique perspective on the world and my problem which opens up untapped potential in me.

PHASE 3:

6. You have a clear, direct path for me to follow to unleash my newfound potential.

7. You have a specific next step I can take to work with you that is both clear and compelling.

DEMAND CREATION QUESTIONS:

Who do you see that your tribe members are that they overlook, underestimate or undervalue?

What's the work they've already put in to get where they are? What challenges have they overcome? What resources have the gathered/developed along the way?

What's the big result your audience wants, and that you also want for them?

Before your people get to you...

What are all the actions they've taken and the solutions they've purchased that haven't worked?

Why haven't those things worked, and why won't they ever work?

What are they missing? What do you see that they can't see?

What's your special sauce... the processes, frameworks or insights that make your work, WORK? This is the thing that you share which illuminates a potential your people didn't know existed (and has them see an inspiring new way forward that they had never seen before).

What must your audience do if they want to have the kind of transformation and results you know are possible for them (whether they work with you to do it or not)? What is the either/or decision they weren't previously aware of?

What's the specific invitation you will make to support them now?