

A photograph of a woman with white hair, looking distressed with her hands covering her mouth. The background is dark, and there is a small orange rectangle in the top left corner.

The P.A.I.N. Index

“They were pricked in their hearts, and said unto Peter and to the rest of the apostles, Men and brethren, what shall we do?” Acts 2:37

Premise

- People are not likely to take action or make a change until they experience and come to terms with the pain they currently have.
- All of us live with some pain, but we get so used to it, that we no longer recognize it as pain. We walk with a limp.
- In business, we have all kinds of pain that is currently being medicated (relieved) with some product or service that we may be entirely happy with because we don't have something better to compare with.
- Horseless carriage vs horse drawn carriage.



Questions For You

- What pains are your prospects living with that could be helped with your product or service?
- What do they currently believe about their pain that stops them from seeking a solution?
- What do they believe about your solution (or type of solution) already, that prevents them from applying it to their pain?
- What has to happen for their thinking to change?
- How is that going to happen?

