

OVERVIEW

Life Problem Inventory

List the problems you actually solve — in the client's own words.

CLIENT / NAME

COACH

SESSION DATE

P Purpose

Build a running inventory of the 15-20 real, spoken problems your ideal clients bring to a first conversation.

W Why this matters

Clients do not buy 'transformation'; they buy answers to the sentence that wakes them at 3am. An inventory of spoken problems becomes your content plan, your discovery questions and your offer pages.

1 Harvest the words

Work here

Collect the exact phrases past clients and prospects used to describe their problem. No polishing.

2 Sort by depth

Work here

Mark each phrase: is it a surface symptom, a pattern, or an identity-level question?

3 Frequency check

Work here

Which three phrases have you heard most often this year?

4 Energy check

Work here

Which three problems do you most love to untangle?

5 Overlap

Work here

Where do frequency and joy overlap? Star those phrases — they are your niche raw material.

R Read it back

READ-BACK

Read your starred phrases back as a list of promises: 'I help people who say ...' If a phrase excites you and repeats often, you are close to your niche.

YOUR NEXT MOVE

Move the top three phrases into Tool 05 (Segment Fit Matrix) and score them like a portfolio manager would.