

Understanding your customers pains vs. gains.



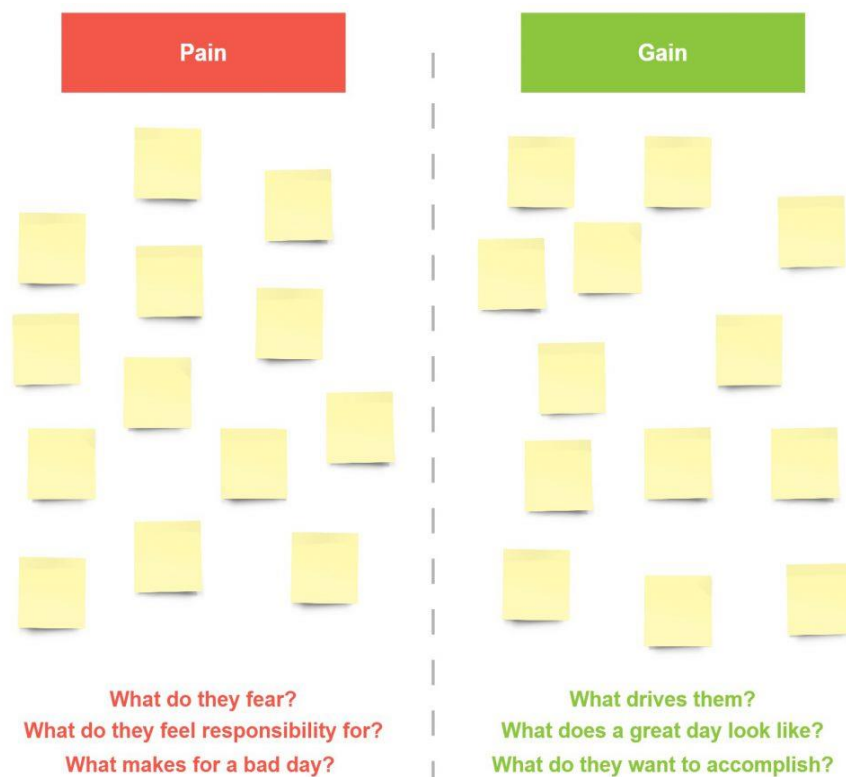
THE PAIN/GAIN GAME

This simple exercise can be used to draw out some of the most important information you need to know about your customers; what are their pains and their gains. In general, people act either to move away from pain or toward gain. That's how we all act on a daily basis. If you're looking to influence your customers, think about what they're running from or moving toward and address those needs.

The Exercise:

1. Create a two-column chart on a whiteboard or sheet of paper. In the left column, write "Pain." In the right column, write "Gain."

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| <ol style="list-style-type: none"> 2. Ask and answer of your customers in the Pain column:
 What do they fear?
 What do they feel responsibility for?
 What makes for a bad day in their life?
 What keeps them from being successful? | <ol style="list-style-type: none"> 3. Ask and answer of your customers in the Gain column:
 What drives them?
 What does a great day look like?
 What do they want to accomplish?
 How will they know if they've succeeded? |
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From Dave Gray, via [Gamestorming](#) by James Macanujo and Sunni Brown