**Before and After State**

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One of the main reasons people buy anything is to feel better. To have or feel something they did not have before. **People don’t buy products or services…** They buy *transformations*.

For example people buy a gym membership to **transform** their bodies, they buy boats and cars to **transform** or elevate their social status and buy coaching services to **transform** their career, business or life

Right now, your ideal client is in a “before” state. They might be in pain, bored, unsuccessful, frightened, or unhappy for any number of reasons. Once you have identified exactly what their problem or challenge is, your **Signature Offer** solves their problem so they’re free of pain, entertained, successful, unafraid, and happy.

A good way to start thinking about your Signature Offer is to consider your client’s Before and After state.

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| --- | --- |
| What does your client **HAVE**in the before state? | What does your client **HAVE**in the after state? |
|  |  |
| What does your client **FEEL**in the before state? | What does your client **FEEL**in the after state? |
|  |  |
| What is an **average day** like in the before state? | What is an **average day** like in the after state? |
|  |  |
| What is your clients **STATUS** like in the before state? | What is your clients **STATUS** like in the before state? |
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