



Artisan Owl Media

The Entrepreneur's Needs Discovery Checklist

Understand your prospects better.



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1 // **Qualifying Your Prospect**

Did you qualify your prospect to find out whether or not they are a good potential customer?

2 // **Current State**

Do you have an understanding of your prospect's current situation? Have you found out how they feel about their current state?

3 // **Desired Outcome**

Do you fully understand what your prospect wants their situation to look like? Do you know why they want it to look this way?

4 // **Obstacles**

Do you know what is keeping your prospect from going from their current state to their desired state? Do you know how this is making them feel? What impact is this having on your prospect?

5 // **Your Role**

Have you figured out how your offering can bridge the gap between where your prospect is and where they want to be?