

Pain/Gain Exercise

The Pain/Gain Exercise is used to draw out the most important characteristics of your customer. People act either to move away from pain or to gain. That's how we all operate daily. If you're looking to influence your customers, think about what they're running from or moving toward and address those needs.

(This activity is from *Gamestorming* by James Macanuso and Sunni Brown)

The Exercise:

1. Create a two-column chart on a sheet of paper. In the left column, write "Pain." In the right column, write "Gain."
2. Ask yourself and answer your questions for your customers in the Pain column:
 - What do they fear?
 - What do they feel responsible for?
 - What makes for a bad day in their life?
 - What keeps them from being successful?
1. Ask yourself and answer your questions for 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?

