



## Nick Nichols' Confidential Strategic Problem-Solving Conversation Pre-Call Idea Starters Worksheet

I'm delighted that you want to engage in a problem-solving conversation! It's an amazing opportunity to uncover hidden opportunities. No matter what your situation, there is always room for improvement and growth. This call will provide idea starters for doing just that.

To get the most from your consultation, write in your answers and email your completed worksheet to support@DalfortMedia.com or print, complete and fax to 214-225-7116.

Your Name: \_\_\_\_\_ Business Name: \_\_\_\_\_

Your ideal target market is:

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The right-now problem(s) your ideal target market has that you solve is/are:

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Your primary deliverable is immediate/near-term: measurable/quantifiable positive results  
remediation of a negative situation Both Other (Whatever you check, describe below.)

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Your business/organization is different from and better than the competition because:

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Problem or problems you'd like to fix:

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Estimated monthly/annual cost of this/these problem(s) in time, energy, resources, etc.:

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If you solved this/these problem(s), what would that allow you to do that you can't do now?

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