

# Pain Relievers

## Trigger questions

**Pain relievers describe how exactly your products and services alleviate specific customer pains. They explicitly outline how you intend to eliminate or reduce some of the things that annoy your customers before, during, or after they are trying to complete a job or that prevent them from doing so.**

**Use the following Trigger questions to ask yourself: Could your products and services...**

1. ... produce savings? In terms of time, money, or efforts.
2. ... make your customers feel better? By killing frustrations, annoyances, and other things that give customers a headache.
3. ... fix under-performing solutions? By introducing new features, better performance, or enhanced quality.
4. ... put an end to difficulties and challenges your customers encounter? By making things easier or eliminating obstacles.
5. ... wipe out negative social consequences your customers encounter or fear? In terms of loss of face or lost power, trust, or status.
6. ... eliminate risks your customers fear? In terms of financial, social, technical risks, or things that could potentially go wrong.
7. ... help your customers better sleep at night? By addressing significant issues, diminishing concerns, or eliminating worries.
8. ... limit or eradicate common mistakes customers make? By helping them use a solution the right way.
9. ... eliminate barriers that are keeping your customer from adopting value propositions? Introducing lower or no upfront investment costs, a flatter learning curve, or eliminating other obstacles preventing adoption.

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