

### 39 Pain Points (for use in the [Instant Web Copy templates](#))

Note: these copy-and-paste samples are arranged by industry, but that's only to make them easier to sort. Feel free to think outside the box and "borrow" ideas from other niches outside your own! :)

#### *ADHD/Anxiety Coach*

Is your child struggling with:

- Hostility and/or defiance that turns your sweet child into an out-of-control terror, unresponsive to calm or reason?
- Hyperactivity that leaves them bouncing off the walls – and unable to concentrate on school, chores, or much of anything else?
- Temper tantrums so severe that you dread going out in public – and potentially enduring an uncontrollable, mortifying outburst from your child?
- Learning disabilities that keep them behind in school and leave them frustrated, to the point where they give up on their studies (and fall even farther behind, causing a vicious cycle)?
- Insomnia and other sleep problems that leave your child exhausted – and more prone to tantrums and refusals to cooperate?

#### *Branding experts*

Are you sick and tired of:

- Attracting all the wrong clients – those who question your fees, don't pay their bill on time (or at all!), and just aren't much fun to work with?
- Talking to people who don't "get" what you do – and how you can help them?
- Cringing when you see your website, logo, or other branding materials – because they just don't reflect *you*?

### *Business coach*

You likely started your business for one of three reasons:

- A) You're spending way too much time doing work that makes you cringe;
- B) You feel stuck in a soul-sucking job full of mind-numbing tasks and stale working environments; or
- C) You feel helpless when it comes to choosing when you work, where you work, how much you work, the tasks you work on, how much money you earn.

### *Career coach*

Is your job making you miserable?

Do you feel trapped in a dead-end job but unsure where to turn?

Do you find yourself dreading Monday morning (and every other weekday for that matter)?

Are you tired of just working to pay the bills...and putting off your *real* life until you reach retirement at last?

### *Energy healer*

Especially for women who are suffering such physical pains as:

- Uncomfortable and embarrassing digestive problems – to the point where you may even avoid social events altogether
- Inescapable joint pain that makes even simple movements – like walking or brushing your hair – a painful ordeal
- Inflamed muscles – causing everything from debilitating headaches to aching feet

### *Life coach*

Do you ever find yourself:

- Struggling to set boundaries with family, friends, and colleagues...and as a result feel taken advantage of and unappreciated?
- Failing to make decisions that will benefit you just as much as benefitting others in your life (*without* feeling like a selfish snob in the process)?
- Drudging through life in a haze of depression and overall unhappiness?
- Constantly doing what others want you to do, not what *you* really want to do?

### *Marketing coach*

Are you a coach or consultant who is:

- Discouraged by the lack of response to your marketing efforts?
- Unsure how to best go about marketing your services?
- Leary of the overly "sales-y" marketing tactics that feel uncomfortable and so not you?
- Terrified that you'll have to give up on your dream of business ownership and settle into many more years of punching the time clock at a soul-sucking JOB?

### *Nutrition/wellness*

Do you ever find yourself:

- So busy juggling all the tasks in your hectic schedule that when mealtime comes around, you resort to greasy fast food or overly-processed frozen meals to save time (and what little energy you have left)?
- Tired of being stuck with the same old meals week after week...but just don't know where to turn for simple, delicious meal ideas?
- Frustrated by expensive trips to the grocery store that hit your wallet hard (and *still* leave you scrambling to whip up quick & easy dinner ideas)?
- Searching for healthy recipes that *don't* taste like cardboard (and cause you to pick at your food and walk away hungry – or wind up sneaking a bag of chips or other unhealthy foods to fill you up)?

### *Relationship coach*

Every relationship has their share of troubles, but some "rough patches" seem to last longer than others. Have you found yourself:

- Longing for the "good ol' days" when you used to have *fun* with your spouse/significant other (before things settled into the same-old same-old rut you seem stuck in now)
- Feeling like your partner isn't really *hearing* you or understanding where you're coming from
- Battling a sense of resentment over unresolved issues with your loved one
- Fighting against feelings of loneliness that bubble to the surface even while you're sitting right beside your partner

### *Virtual Assistant*

Trying to build a business without support can leave you feeling:

- Overwhelmed by the sheer volume of tasks overflowing your daily to-do list
- Overworked to the point of exhaustion (you feel like you *never* leave the office!)
- Unable to take time off work - if you *can* actually get away from your work, you can't manage to relax, knowing that your business is suffering in your absence
- Like a prisoner in the business that was *supposed* to bring freedom (but instead feels like you're shackled to a never-ending JOB)
- Full of resentment for the work you once loved (what used to bring you joy has become a burden and chore, leaving you dreading your busy weeks)