

THE PROBLEM STACK™

Credit: Taki Moore @ www.coachmarketingmachine.com



THE PROBLEM STACK™

KNOWN
SAID

KNOWN
UNSAID

UNKNOWN

THE
PROBLEM
YOUR
PROSPECTS
KNOW THEY
HAVE, AND
TALK
ABOUT IT
PUBLICLY

THE
PROBLEM
YOUR
PROSPECTS
KNOW THEY
HAVE, BUT
THEY
DON'T TALK
ABOUT
PUBLICLY

THE PROBLEM
YOUR
PROSPECTS
DON'T REALIZE,
THAT ONCE
YOU SHOW IT
TO THEM,
REFRAMES
THEIR
PERSPECTIVE

Credit: Taki Moore @ www.coachmarketingmachine.com

