

FREE WORKSHEET · CHAPTER 12

3-LAYER PROBLEM DIAGNOSTIC

Coaches who close consistently aren't better talkers. They ask better questions. Run this on every consult to identify all three layers before pitching anything.

01 THE EXTERNAL PROBLEM

WHAT THEY'D TELL A STRANGER · SB7: PROBLEM (SURFACE)

What it sounds like: "I want to lose 20 pounds." "I'm out of shape." "I need to get back in the gym." This is the surface. **Never solve only this layer or you'll lose the sale.**

QUESTION TO ASK: "WHAT MADE TODAY THE DAY YOU CAME IN?"

THEIR ANSWER (THEIR WORDS):

THE EXTERNAL PROBLEM IN ONE SENTENCE:

02 THE INTERNAL PROBLEM

HOW IT MAKES THEM FEEL · SB7: PROBLEM (EMOTIONAL)

What it sounds like: "I feel embarrassed." "I'm tired of starting over." "I don't recognize myself in photos anymore." This is the emotional layer. **Selling here turns a tour into a member.**

QUESTION TO ASK: "HOW LONG HAS THIS BEEN ON YOUR MIND?"

FOLLOW-UP: "WHAT'S IT COSTING YOU TO NOT DEAL WITH IT?"

THEIR ANSWER (THEIR WORDS):

THE BIGGEST PROBLEM

03 THE PHILOSOPHICAL PROBLEM

WHY IT MATTERS · SB7: PROBLEM (DEEPEST)

What it sounds like: "I want to be the dad my kids actually want to play with." "I'm scared I'm becoming my mom." "I want to feel proud of myself again." This is the deepest layer. **Selling here turns a member into a member-for-life.**

QUESTION: "IMAGINE 6 MONTHS FROM NOW, THIS IS SOLVED. WHAT'S DIFFERENT ABOUT YOUR DAILY LIFE?"

FOLLOW-UP: "WHY DOES THAT SPECIFICALLY MATTER TO YOU?"

THEIR ANSWER (THEIR WORDS):

THE PHILOSOPHICAL PROBLEM IN ONE SENTENCE:

04 YOUR CLOSE

PULL IT ALL TOGETHER

The frame: "Based on what you told me, you're not just here to [external]. You're here because [internal] is keeping you up at night, and what you really want is [philosophical]. Here's how we'd get you there..."

WRITE YOUR CLOSE SENTENCE (USING THEIR EXACT WORDS FROM ALL THREE LAYERS):

05 SELF-AUDIT

- ☐ I asked at least one question for each of the three layers
- ☐ I used their words, not mine, in the close
- ☐ I let silence do the work after asking the deeper questions

☐ I named the philosophical problem out loud before talking price

3 LIVE DIALOGUE EXAMPLES

What this sounds like when a coach runs it well. One example per layer. Use these as the template for your own consults.

06 EXAMPLE 1: PULLING THE EXTERNAL LAYER

COACH "What made today the day you walked in?"

LEAD "I just need to get back in shape. I've been putting it off."

COACH "Got it. **When you say 'back in shape,' what does that specifically look like for you?** "

LEAD "I'd like to lose maybe 25 pounds. Feel better in my clothes. Have more energy."

What the coach did right: Didn't accept "back in shape" as the answer. That's vague. Asked her to define it specifically. Now you have measurable goals: 25 pounds, fit clothes, energy. **That's the external layer.**

07 EXAMPLE 2: PULLING THE INTERNAL LAYER

COACH "How long has wanting to lose those 25 pounds been on your mind?"

LEAD "Honestly? Like 2 years. Since my second was born."

COACH "That's a long time to carry that. **What's been the hardest part of those 2 years?** "

LEAD "...I just feel like I'm failing at this one thing. Every Sunday I tell myself I'll start Monday. And then I don't. I'm losing faith in myself."

What the coach did right: Reflected back the weight of 2 years. Then asked what's been hardest, not what's been hard. The word "hardest" pulled out the real feeling: **"I'm losing faith in myself."** That's the internal layer. Not weight. Self-trust.

08 EXAMPLE 3: PULLING THE PHILOSOPHICAL LAYER

COACH "Imagine 6 months from now. This is solved. **What's different about a normal Tuesday for you?** "

LEAD "I'd actually want to be in pictures with my kids. I'd play with them instead of watching from the couch. I'd... feel proud of myself when I look in the mirror."

COACH "Why does being in pictures with your kids matter so much?"

LEAD "...because I want them to see their mom as someone strong. Not someone who hides. **I want them to look back and remember the version of me that showed up.** "

What the coach did right: Used a specific time anchor ("a normal Tuesday") instead of vague "what would be different." Then asked why one specific thing mattered. That second "why" pulled out the philosophical layer: **"I want them to remember the version of me that showed up."** That's what she's actually buying. Not weight loss. Legacy.

The close that follows: "Based on what you told me, you're not really here to lose 25 pounds. You're here because for 2 years you've been losing faith in yourself, and what you really want is to be the kind of mom your kids look back on and remember. **Here's how we'd get you there.**" Read that sentence to her. Watch her eyes. That's the close.