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Safari Gold! Hidden Pain

VIRTUAL HOT SEAT

This layer of the Sales Safari Process is all about gathering depth and detail about your audience. Valuable, crispy details that are lurking just below the surface of nearly every discussion thread on the internet, but go unnoticed every day.

It takes some practice to get good at noticing this stuff, so we're going to help you learn to critique your own work by studying what others got (and didn't get) from the same thread.

Use this Virtual Hot Seat to compare your notes and learn how to improve!

Tips for success

Get the most out of this Virtual Hot Seat!

Get ready for one of the most advanced Virtual Hot Seats you've experienced yet - this one is packed FULL of detailed critique.

You now have **four kinds of Safari Gold** to gather while you're doing your Safari research, each providing a new layer of depth and dimension to the PAIN that you already learned how to gather early on in class.

Take your time working through this Virtual Hot Seat, and plan to revisit it often.

In this virtual hot seat, we're going to first look closely at Pain...but the more *hidden* pains that might not jump out at you like questions and problem statements. In a minute you're going to compare your notes to these notes from other 30x500 students.

But first...

Let's talk about First Impressions

Here's some actual comments from other students (and us!) after they did this Safari Exercise for the first time:

"whoa. that was weird. to see that much info on countertops and linolium."

"it was great. unlike freelancing, I have zero insights into this world, so I approached the data gathering with zero bias or preconceptions."

"plenty of jargon, but the pain was WAY less obvious to me"

"For world views & beliefs - i found it helpful to copy/paste statement as written so I didn't editorialize inadvertently."

"What else did you notice?"

Lots of opinions on what was "correct"

surprising amount of disagreement about style. is this craftsman? Italian renaissance?

From a worldview perspective –
trying to be period is "best"

granite is NOT time period appropriate :)

amount of conflicting advice can probably be confusing to people

How much of this stuff would you have completely missed/ignored if you'd stumbled into this thread before this class?

What a weird thread!?

If you can safari here, you can safari anywhere.

Before you move forward in this virtual hot seat, let's talk about the elephant in the room. **"Home renovators" is not a 30x500 compatible audience** - we wouldn't recommend that YOU try to serve them. They're not a "professional" audience (even though many of them do *hire* professionals).

Meanwhile we've used this audience and their watering holes in a few of the live demo videos to help you learn Sales Safari techniques, and now...you did a Safari practice exercise on them. ***So why would we choose them for practice?***

It can be difficult to separate yourself from your audience. You have the *curse of knowledge*, meaning that **you specifically see the things that your brain expects to see...and you inadvertently block out the rest.** The curse of knowledge can make it difficult for you to seek out new information about your audience. But it does get easier with practice - and that's why you're here!

So seeing a NEW audience – one that's ripe with Pain, Jargon, Worldview, and Recommendations – helps you practice Safari techniques without that "blindness" - and *then* study your own audience with the new skills you've earned!

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Let's look at some
hidden pain

safari Notes: Casey

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Source:

<http://bit.ly/30x500-safari-4>

Pain

- Fear of linoleum looking tacky
- Wood counters would be hard to keep clean
- Not sure what the original style was
- Afraid won't be in keeping with the original style
- Fear of judgement

Compare yours!

safari Notes: Andrew

- Source:

<http://bit.ly/30x500-safari-4>

Pain

- would like to possibly stay with time period if possible
- linoleum but it has such a negative connotation
- Does not know if her home is Italian Renaissance
- Needs to figure out the architectural style

Real answers from real students:

A How could you tell if the original poster is a regular on this forum, or a newbie to the discussion?

They don't seem real confident
but they respect the expertise

They seem like a lurker, maybe?

she or he seems new and looking for advice

TEACHER DISCUSSION

A How could you tell if the original poster is a regular, or a newbie?

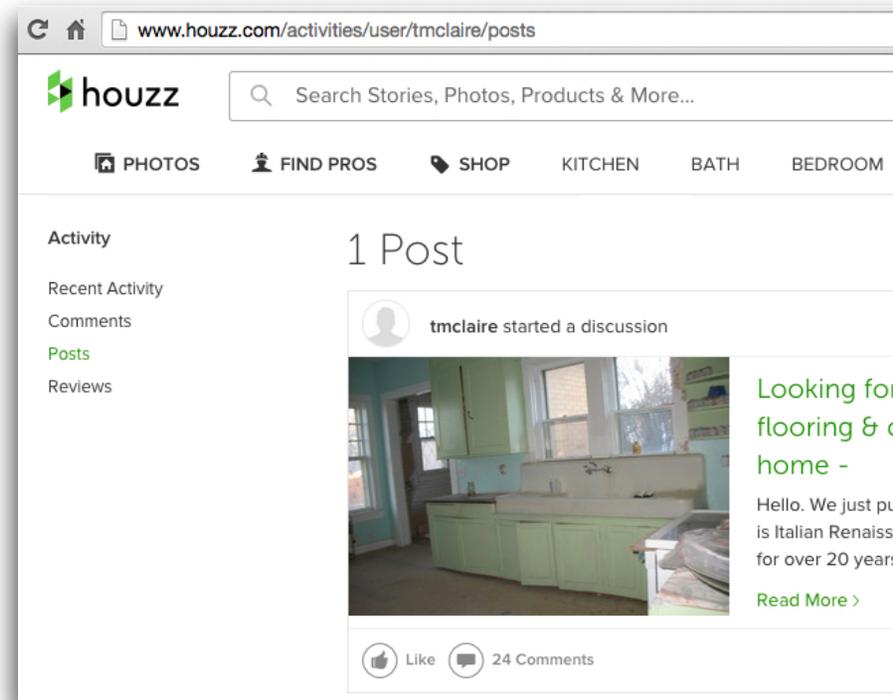
There are a few clues left by the original poster (OP) that are valuable to notice when you're sleuthing for pain:

1. Her opening and introduction is rather impersonal. Just a "Hello", before leaping into her story, which lays out the facts...with not a lot of emotion.
2. Notice that as she comments more and replies to people helping her, that she warms up and her posts are more casual. And how thankful she is to have found help!

And sure enough, you can confirm that this person only has activity in one post on the WHOLE garden web forum...the one that she started. To understand why this is important, ask yourself:

What motivates a person to find a forum on the internet full of strangers, and to post a question?

Thats right: PAIN!



Real answers from real students:

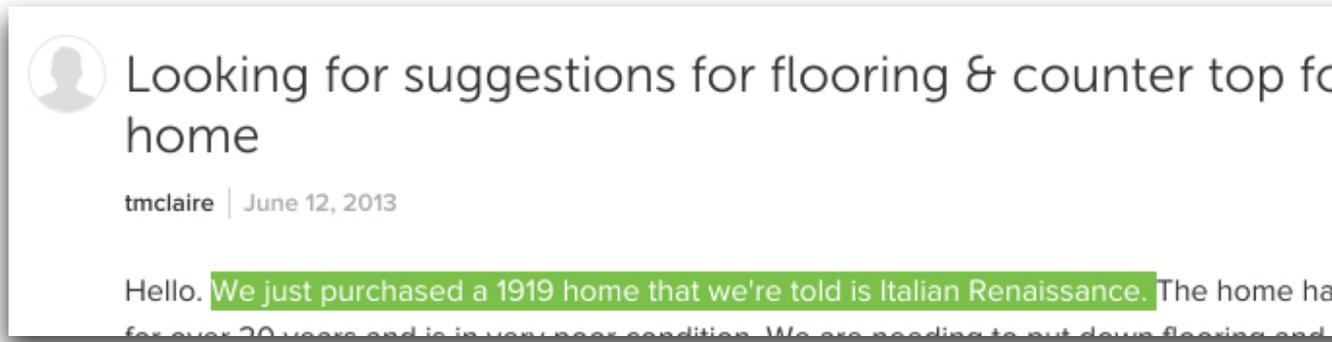
B

What's the underlying pain in this thread?

*"Balancing between keeping it authentic
and meeting current needs"*

"They feel an internal need to keep the house authentic"

Hint: What pain is hiding in the green highlighted sentence?



Real answers from real students:

B What's the underlying pain in this thread?

They don't know what era it is from!

She repeatedly asked for help identifying the style.

TEACHER DISCUSSION

B What's the underlying pain in this thread?

In this thread, OP and her partner don't even know what type of house they bought. How can they keep it “authentic” if they aren't even sure what period it's from? What if they make the wrong choice in flooring and countertops?

She mentions this is the "the last time" they can redo the floors. She doesn't have to say "I'm freaked out!" for you to figure out that she's freaked out by the choice she has to make, and feels uninformed.

While the topic of “balancing authenticity & modern” is the topic being discussed on the surface, uncertainty & anxiety about making the wrong choice is the REASON this post exists.

They're worried about linoleum looking tacky, and ruining the look of the kitchen, and being judged for their decision by friends and would-be admirers.

You have to note the specific details of what are being said, in addition to asking yourself **WHY would a person write this in the first place?**

safari Notes: Amy & Alex

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Source:

<http://bit.ly/30x500-safari-4>

Pain

- “we’re told it’s Italian Renaissance” but aren’t sure
- home is in terrible condition from sitting empty
- floors are already stripped down to the subfloors, can’t be stripped again
- looking for options to match period, whatever it is
- wall paint clashes with light green cabinets
- “I think the cabinets are from the 1950’s??”
- “I thought about wood countertops, but how clean can I really keep wood?”
- “Are granite countertops time-period or even close?”
- “I’ve included a picture of the house from before we had it painted. What is everyone’s opinion on the style? Is it Italian Renaissance or something else?”
- “Still need to find french doors to the study but the opening is absolutely huge so we need to find inserts or something.”
- “Still want to figure out the architectural style...”
- “The grilles are not original. We believe they were added some time after 1958 (based on pictures we do have of the house).”

Compare yours!

- “Can anyone date concrete flooring?”
- “We’re getting closer to needing a decision...”
- “Problem was that one of them was cracked - major restoration. I’m still looking and won’t give up.”

ANALYZE YOUR OWN WORK

how do your safari notes compare to ours?

- A** Did your notes include any pain from OP's follow up comments, not just their original post?

- B** Did you note and quote statements or questions that seem to point to an underlying painful emotion? Or did you only write down your interpretation?

You have a new ability!

once you see it, you can't un-see it. it's your job to understand what people REALLY mean.

It's going to take a fair bit of practice before you feel comfortable and confident at this POWERFUL part of the Sales Safari process.

The trick is to NOT read things and then “make up” what they mean. It's all about **studying what's right there on the page so you can understand it** using only your existing research and insider knowledge of the audience to reach educated conclusions.

Take detailed notes about anything that seems to suggest your audience is in pain, just like we've shown you in the example lesson and the Teacher example in this Virtual Hot Seat. Review those notes for patterns, and take notes about those patterns.

In the next Virtual Hot Seat, we'll take a closer look at Jargon.

But don't forget to print out the two handy Cheat Sheets on the next pages before you move ahead

3 Painful Emotions Cheat Sheet

Here's a list of painful emotions that your audience might be experiencing. Use this to help you spot the more subtle pain!

- | | | |
|---|--|----------------------------------|
| <input type="checkbox"/> Anger | <input type="checkbox"/> Embarrassment | <input type="checkbox"/> Sadness |
| <input type="checkbox"/> Annoyance | <input type="checkbox"/> Envy | <input type="checkbox"/> Shame |
| <input type="checkbox"/> Anxiety | <input type="checkbox"/> Fear | <input type="checkbox"/> Shock |
| <input type="checkbox"/> Boredom | <input type="checkbox"/> Frustration | <input type="checkbox"/> Stress |
| <input type="checkbox"/> Contempt | <input type="checkbox"/> Guilt | <input type="checkbox"/> Tension |
| <input type="checkbox"/> Despair | <input type="checkbox"/> Helplessness | <input type="checkbox"/> Worry |
| <input type="checkbox"/> Disappointment | <input type="checkbox"/> Hurt | |
| <input type="checkbox"/> Disgust | <input type="checkbox"/> Irritation | |
| <input type="checkbox"/> Doubt | <input type="checkbox"/> Powerlessness | |

3 Hidden Pain Cheat Sheet

Start taking note of the more subtle pain while you're on safari! You'll be able to use these notes to write even better EBombs, and soon, to write Product Pitches...

Did you remember to:

- Take a close look at the Original Poster's behavior. Is this their first time posting? Do they come back and reply in comments? What can you tell from how they're acting?
- Note and quote comments that seem to be stem from a painful emotion (use Painful Emotions Cheat Sheet). When you notice a pattern, add that pattern to your notes too!