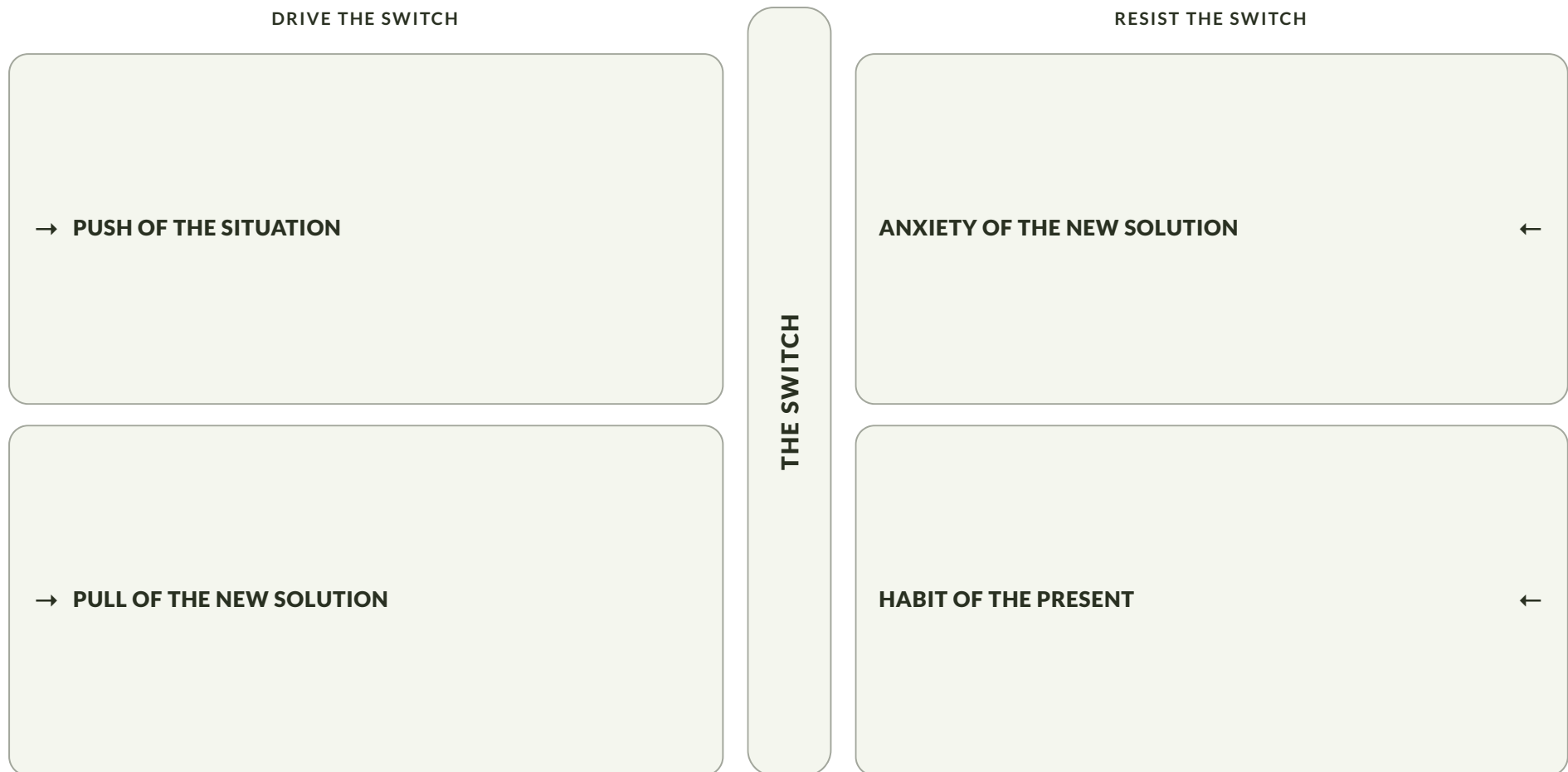




● **PUSH OF THE SITUATION:** The specific, situational frustration with the current way that triggers the search for something new. Name a trigger moment, not a vague wish.

● **HABIT OF THE PRESENT:** The inertia, comfort, and switching cost of the current way that keeps the customer where they are. The status quo is the real incumbent.

● **PULL OF THE NEW SOLUTION:** The concrete appeal of the new option - the better state it promises in this exact situation, ideally anchored to a trusted example.

● **ANXIETY OF THE NEW SOLUTION:** The named fears and what-ifs about the new option that quietly talk the customer out of switching. Make them specific enough to answer.