



What is a Pain Point?

A pain point is a problem that is ongoing and difficult to resolve. Often it's a problem that either you can't resolve, or you can resolve it but the stress and/or time required is too great. Pain points can range from small, annoying time-wasters to huge, procrastination-inducing tasks.

How can I identify Pain Points?

Fill out this worksheet to determine which pain points are hindering your productivity or causing unnecessary stress, and who can help resolve them.

1. Write down your 5-10 most daunting to-do items for the next 1-3 months:

2. On the above list, circle the items that are far outside your area of expertise.

3. Check the boxes next to the areas of expertise that can resolve those difficult to-dos:

- | | |
|---|---|
| <input type="checkbox"/> Accounting/Finance | <input type="checkbox"/> Sales |
| <input type="checkbox"/> Technology/Computers | <input type="checkbox"/> Business Management |
| <input type="checkbox"/> Graphic Design/Marketing | <input type="checkbox"/> Client Relationship Management |
| <input type="checkbox"/> Legal | <input type="checkbox"/> Personal Development/Coaching |

4. Write down names of people you know that can help you check those items off:

5. If you don't know someone who can help, research and write down names and phones numbers to contact:

In Conclusion:

Starting and growing a business often requires you to wear lots of different hats, and that can be overwhelming! But finding pain points and getting help or hiring someone to resolve them can relieve a lot of stress, freeing up your time to focus on what you're good at.

Graphic design, branding, and online presence management can be very time-consuming; I can help! I created Joel Smith Design & Media to save people time and stress, and make maintaining a professional brand presence as painless as possible!



Call, text, or email me to discuss
how we can *elevate your branding
and online presence.*

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