



## SPICE Problem, Categories and Motivators

To create a marketing message that positions you above the noise in the marketplace, you'll want to take the time to clarify the problem you solve so that it's got SPICE:

**S**pecific and Substantive  
**P**ersistent and Pervasive  
**I**mmEDIATE and Insurmountable  
**C**lear and Conscious  
**E**xpensive and Expansive

### Categories of SPICE Problems

*(remember you want to validate that your problem will hit all of them)*

Identity and Purpose  
Health and Wellness  
Love and Relationships  
Time and Life Balance  
Sex and Fulfillment  
Money and Career

### Motivators

*(when SPICE problems offer these types of benefits, your clients will be motivated to invest in working with you for a solution)*

**Make** (more money, more time, more space, more confidence, more relaxed, etc.)

**Improve** (earnings, results, status, image, relationships, efficiency, etc.)

**Save** (money, time, energy, space, effort, etc.)

**Reduce** (investment, effort, worry, expenses, etc.)

**Protect** (investment, business, family, etc.)

**Increase** (happiness, results, profit, etc.)

### SPICE Outcome

**S**pecific  
**P**ositive  
**I**ntentional  
**C**lear  
**E**vident