Social Butterfly AI™

Class guide: Pain to Profit™

How to Turn Customer Pain Points into a Profitable Business Idea

https://socialbutterflyai.com/guides/turn-customer-pain-points-into-business-ideas

---

Stop guessing. Start listening. Most of us build the offer first and go looking for buyers after. This guide flips it. Your buyers have already said what they want, in public, in their own words. Your job is to listen in the right places, translate what they said, and say it back clearly.

This guide comes from The Blueprint class taught by Nicole Murray. It is part of the User Guide. Download the PDF to print it and work through the steps by hand.

By the end you will have three things: real words from real people (with links), a one-card **MOGUL PERSONA™** (a short portrait of the person you serve), and one offer statement you can post this week.

> "You are not inventing what they need. You are translating what they already said."

The five steps: Listen, Clarify, Embody, Solve, Sell

1. **Listen.** Go where your people vent: comment sections, reviews, and groups. Copy what they actually type, typos and all. Raw beats polished.
2. **Clarify.** Find the hidden desire behind the pain. "I hate launching" becomes "I want launching to feel easy." The complaint is the door. The desire is the room you sell.
3. **Embody.** Build your MOGUL PERSONA™ with five things: role, frustrations, hopes, language, and trust triggers (what makes them believe).
4. **Solve.** Create one targeted solution for that person.
5. **Sell.** Connect your solution to the hidden pain and the future they hope for.

Step 1: Listen in public places, at no cost

You do not need a paid tool. Everything here is public, and you can search it at no cost. Pick one or two places to start.

- **Reddit.** Search a word for your kind of work, sort by Top, and set the time filter to "Past year" or "All time." Open the threads with the most comments and read the replies, not only the post.
- **Facebook groups you already belong to.** Use the search inside the group. Try words like "help," "struggling," "frustrated," or "anyone else."
- **TikTok, YouTube, and Instagram comments.** Read the comments under popular posts in your field. The questions people ask under a video tell you what the video did not answer.
- **Amazon 1 to 3 star reviews.** Find a top book or product in your field and filter the reviews by star rating. These are people who wanted something and did not get it.
- **Google reviews.** Look up a business in your field on Google Maps and sort the reviews by lowest rating.
- **Quora.** Read the questions people ask and the answers people mark as most helpful.
- **X search.** Type this, and put your field in place of [your niche]: `("hate" OR "wish" OR "struggle") [your niche]`. Then open the Latest tab.
- **Google searches that only show one site.** These pull forum posts straight from Google. Paste one of these, and put your field in place of [your niche]: `site:reddit.com "[your niche]" "I wish"`, `site:reddit.com "[your niche]" "I hate"`, and `site:quora.com "[your niche]" "how do I"`.

What to copy: the exact phrase, word for word, plus the link to where you found it. The link keeps you honest. You can go back later for more context.

Keep it in one simple table (copy this table into any notes app or spreadsheet, and add a row for each phrase):

Exact phrase (word for word)	Where	Link	Pain or desire?
"..."	Reddit	(paste link)	Pain

The ethics line: public posts only. No names. No screenshots of private groups.

Optional: a fast first pass with ChatGPT

In class we also used ChatGPT with web search turned on as a quick first pass. The steps you do yourself, above, are still the dependable path. Use this only to get started, then add sources you found yourself.

1. Open ChatGPT and turn on web search (the Search button or the globe icon in the message box).
2. Paste this prompt:

   > Search the web, including Reddit, reviews and forums, for what [your niche] complain about most. Quote 5 real complaints word for word, each with its source link, and group them into themes. Use only the sources you actually searched, and don't type URLs yourself. If you can't search the web, say so plainly.

3. **Check everything before you use it.** Open each source link. If a link does not open or the quote is not on the page, do not use that quote. Paste the first few words of a quote into Google to make sure it really exists.
4. Results can lean heavily on one site, so add quotes from reviews, comments, Quora, X, or your groups.

Backup plan: if web search does not work for you, paste reviews or threads you found into any AI chat. Ask for themes, and tell it to use exact quotes from the pasted text only.

Step 2: Clarify the desire under the pain

Paste your phrases into any AI chat (ChatGPT, Claude, or Gemini all work) with this prompt:

> I serve [describe who you serve]. Below are real phrases my potential customers wrote in public posts, comments, and reviews. Please: group them into 3 to 5 pain themes. For each theme, write the hidden desire behind the pain, in the format: "I hate ___" becomes "I want ___." Pull out the 5 most vivid exact phrases I should reuse in my marketing, word for word. Do not invent new quotes. Only use the phrases I gave you. Here are the phrases: [paste phrases here]

No AI handy? Do it by hand. Circle the three complaints that show up most, and write "I want ___" next to each one.

Step 3: Embody your MOGUL PERSONA™

A persona is not "women 25 to 45 who like coffee." It is one specific person in one specific moment. Fill in five fields from the phrases you collected:

Field	What goes here
Role	Who they are and what they do
Frustrations	In their words, from your table
Hopes	The future they want
Language	Exact phrases to reuse, in quotes
Trust triggers	What makes them believe: proof they need, people they already trust, the result that settles their nerves

The **Language** field is the one most people skip. It is also the one that makes your writing feel like you read their mind.

Step 4 and 5: Solve and sell with one clear offer statement

Start with one line: **I help ___ get ___ by ___.**

Then use the three-line Straightforward Authority structure from The Blueprint:

- Here is the exact problem I solve.
- Here is how I solve it.
- Here is how it changes your life.

No tricks. No fake urgency. Just say it clearly, and mean it.

To draft it with AI, paste your persona card and use this prompt:

> Here is my customer persona: [paste persona card]. Their biggest pain theme is [theme] and their hidden desire is [desire]. Write 3 versions of an offer statement using this structure: Here is the exact problem I solve (use their own words). Here is how I solve it. Here is how it changes your life. Keep each version under 60 words. No hype, no fake urgency, no income claims.

Then make it yours. Pick the strongest version and rewrite it by hand. Swap any word you would never say out loud, and keep at least one exact customer phrase. Read it back and ask: would the person on my persona card say "that's me"?

Turn it into a sales page (Black Friday or any offer)

- **Headline:** your strongest complaint, close to word for word.
- **Bullets:** 3 to 5 more phrases from your table. When they read it, they should hear themselves.
- **"This is for you if...":** one bullet per line of your persona card. "This is for you if you are [role]," "if you are tired of [frustration]," "if you want [hope]."
- **The button, in their words:** if they said "I just want launching to feel easy," your button can say "Make my launch feel easy," not "Buy now."
- **Gut check:** if you swapped your business name for a competitor's, would the page still make sense? If yes, add more of their exact words.

Bring it into Social Butterfly AI™

When your offer is clear, bring your persona card and offer statement into Team Chat. The Extractor uses them to help you write your Vision Core (problem, solution, audience, and vibe). See the Vision Core guide for those four parts. The crew can then turn that into a landing page or app. For what to include when you describe it, see How to describe your app idea to AI. New here? Start with Getting Started.

The listening itself happens outside Social Butterfly AI™. You do it by hand in public places, and, if you like, with ChatGPT as shown above.

Homework for this week

- Add 10 more rows to your listening table.
- Post your offer statement once, exactly as written.
- Write down what people say back. That is your next round of listening.

Frequently asked questions

Do I need a paid listening tool?

No. Every place in this guide is public, and you can search it at no cost.

Can I use AI quotes as they are?

Only after you open the source link and find the quote on the page. If you cannot find it, leave it out.

What if I am not doing Black Friday?

The same steps work for any sales page, launch post, bio, or flyer.

Is it okay to quote people?

Use public posts only, leave out names, and never screenshot private groups.

Social Butterfly AI™ is not affiliated with or endorsed by OpenAI, Anthropic, Google, Reddit, Meta, TikTok, Amazon, Quora, or X. ChatGPT, Claude, Gemini, Reddit, Facebook, Instagram, TikTok, YouTube, Amazon, Google, Quora, and X are trademarks of their respective owners. MOGUL PERSONA™ and Pain to Profit™ are trademarks of Mogul Factory LLC d/b/a Social Butterfly AI™.

© Social Butterfly AI™. All rights reserved. Content, methods and curriculum are proprietary to Social Butterfly AI™.
This is the User Guide page at https://socialbutterflyai.com/guides/turn-customer-pain-points-into-business-ideas.