

CORE PROBLEMS	LIKELY SEARCHES	GAPS IN THE MARKET	UNIQUE VALUE PROPOSITION	TARGET MARKET
<p>KEY PROBLEMS</p> <p>Document the problems that would cause a customer to want to hire you.</p> <p>What would they tell you they want help with?</p> <p>Use their words.</p>	<p>If a customer searched for a solution to this problem, what would they likely type into Google?</p>	<p>What do existing alternatives fail to offer?</p> <p>What does our brand stand against?</p> <p>- If you're brand doesn't stand against a flawed way of doing things, a great injustice, or some other motivating message that people can rally behind, content will fall flat.</p>	<p>Your UVP can be structured any way you like. If not sure, we like the "Understand > Vulnerable > Promise" approach.</p> <p>I understand you ____</p> <p>We may not... (vulnerable) ____,</p> <p>But we (promise) ____.</p>	<p>What types of companies (or individuals) have the core problems you solve?</p> <p>Where does this market hang out? How would you find them if you had to?</p>
<p>WHY HAVEN'T THEY SOLVED THIS PROBLEM?</p> <p>What has kept them from solving this problem to date?</p>	<p>EXISTING ALTERNATIVES</p>	<p>VALUE STATEMENTS</p>	<p>FIRST VALUE EXPERIENCE</p>	<p>IDEAL CUSTOMER</p>
	<p>COMPETITORS:</p> <p>List direct competitors in order of market share.</p>	<p>WHAT WE DO:</p> <p>[PRODUCT NAME] ENABLES [CUSTOMER] TO EXPERIENCE [DESCRIBE THEIR IDEAL "AFTER"]</p>	<p>What of significant value to the customer can you deliver well advance of the sale? It should be valuable enough to make competitors seem like a second tier solution.</p>	<p>What attributes make a customer a perfect fit? A specific need? Size, industry or background? Piece of software? Desire or goal?</p>
<p>TRIGGER EVENTS</p> <p>What happened in the life of your target customer that caused them to want to solve their problem NOW?</p> <p>They have likely been dealing with this for some time, so asking 'why <i>now</i>' is critical.</p>	<p>MAKESHIFT SOLUTIONS:</p> <p>How are customers solving this problem with bandaids and duct tape?</p> <p>OTHER CATEGORIES:</p> <p>Can other solutions (such as more labor hours, or other paths) solve this problem?</p>	<p>UNFAIR ADVANTAGE:</p> <p>How does your company outperform all competitors?</p> <p>NOT AN ADVANTAGE:</p> <ul style="list-style-type: none"> - Customer Service/Support - Value @ Price Point - On Staff Experts 	<p>THE ONE THING</p> <p>What is the One Thing that if a customer believes, they'll feel they have to buy from you, and to do so with enthusiasm?</p>	<p>RISKY ASSUMPTIONS</p> <p>Document the assumptions that need validated in order to minimize the risk of failure.</p>

