

Set yourself up to win

(the essential basics!)

Fit all answers in the boxes. This forces you to refine your words and your thinking.

What does your business do? Your first 'raw' answer that comes to mind. Fit it in the box!

Who do we help? Be both as *specific* and *succinct* as possible.

In what situation are they in that suggests they might need your help?

What change do you help create? How do you make things ultimately different from the customer's perspective?

Note: we're flicking the main floodlights on here. Later we'll switch the spotlights on, as it's the spotlights that we really need to explore with customers.

And why would they want that change?

Set yourself up to win

(the essential basics!)

How does the value you provide continue to amplify or ripple across to impact other things over time?

--

What, typically, have your customers often tried before to tackle this problem, challenge or opportunity? (This will of course be a reference point for them)

--

Where (or who) would they go to for help, if we didn't exist?

--

Why are they not already where your solution takes them? What's in the way of them making this change?

--

What's the downside of them trying to tackle this themselves internally? What might the true costs of doing that be? What other problems might it cause?

--