

## Problem

What problems are people facing? List their top 3 frustrations.

## Solution

How will you solve the problems you identified? Write down a solution for each problem.

## Unique Value Proposition

How will you turn an unaware visitor into an interested customer? Create a clear and compelling value statement. Distill this down into a one-liner message you want to send across.

## Market Advantage

What separates you from competitors? What places you ahead of the pack? Consider: your experience, your results, your approach, your clientele, unique offerings.

## Customer/Client Segments

Who is your product or service for? Create 3 to 4 personas of the people you can help. Visualize these people who will turn to you for solutions.

## Existing Alternatives

How are these problems solved today? This can be a direct competitor to what you are offering or the existing ways people are addressing the problem that your product or services solve.

## Key Metrics

How will you measure the success of your product or service? List the key metrics. Not sure where to start? Consider the following: sales, site visits, review ratings, return visitors, referral rates, subscribers, etc.

## High Level Concept

How does your product or service fit into the grand scheme of things? Essentially, are you doing and how does it impact your industry and end-users?

## Channels

How will you reach your target consumers? Direct marketing, social media, ads, partnerships — identify the effective ways to reach them.

## Early Adopters

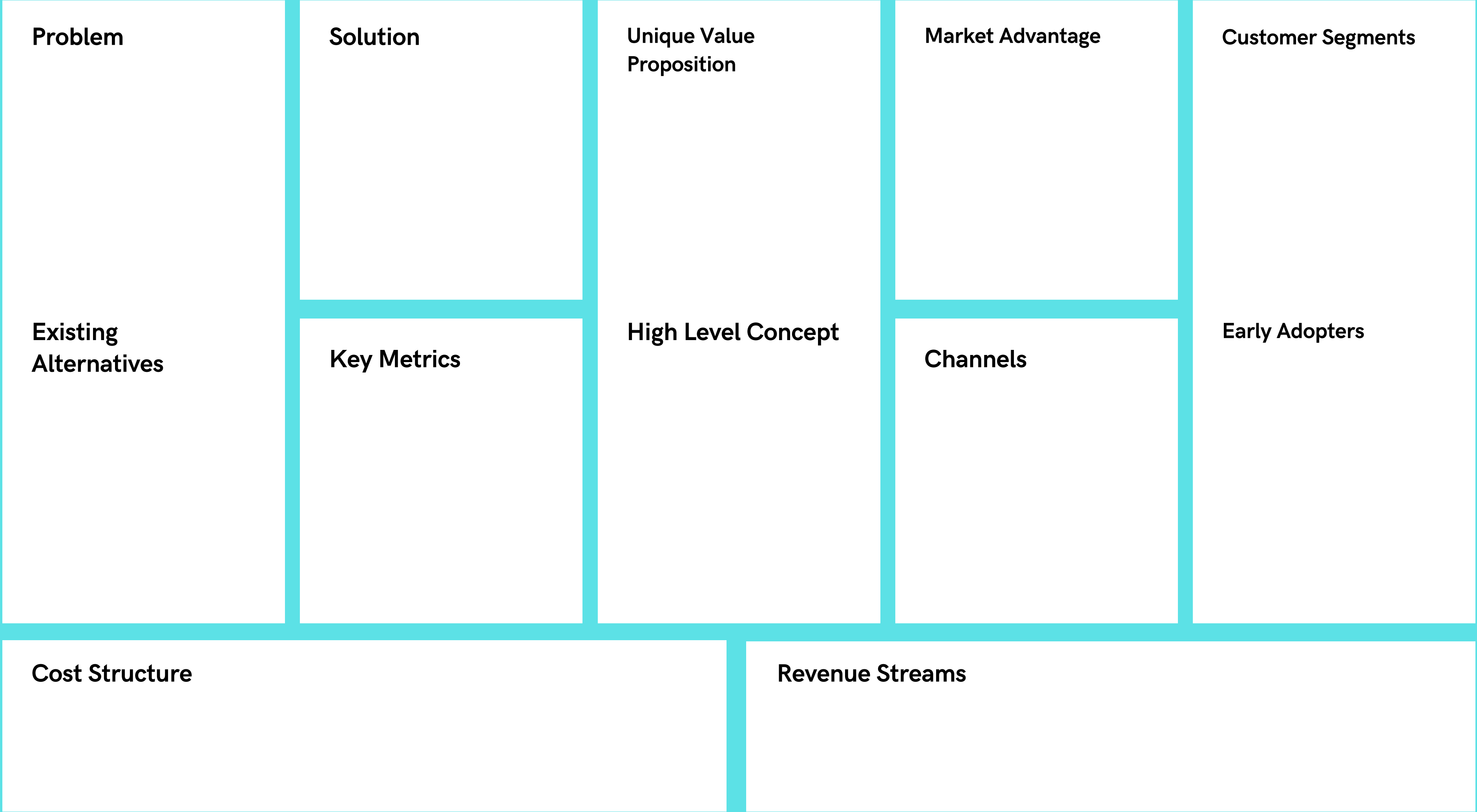
Early adopters are at the beginning of the innovation curve, and are those individuals who buy your product or service before it becomes mainstream What are the specific characteristics of your early adopters?

## Cost Structure

What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to consumers.

## Revenue Streams

What money sources will grow your money? How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.



## **Demographics**

Who is your target (gender, age, marital status, industry, employer, etc)?

## **Buying Roles**

What is the role of your buyers (decision makers, champions, influencers, etc)?

## **Goals and Responsibilities**

What are your company's goals? How does this align with the goals of your customers, and how will you delegate amongst your team to ensure that needs are met?

## **Needs and Objections**

How does your solution meet customer needs? What objections or questions might people have about your product or sales pitch?

## **Frustrations**

What issues are your target customers facing? What gaps or inefficiencies exist?

## **Buyer's Journey**

How do your customers navigate and make decisions (consider: awareness, consideration, purchase, advocacy)?

## **Channels**

(Social media, other digital activities, non-digital activities)?

## **Sources of information**

(Content that influences purchase decisions)

**Demographics**

**Buying Roles**

**Goals and  
Responsibilities**

**Needs and  
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**Frustrations**

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**Sources of  
information**