

PROBLEM

*What problem(s) are you solving?
What desire(s) are you satisfying?*

SOLUTION

*How will you solve this problem?
What's valuable about it to your audience?*

AUDIENCE

*Who do you serve?

Who are your most important customers?

What are their defining qualities?*

CHANNELS

*How does this audience want to be reached?

Where are they already?

How will they find you?*

DIFFERENTIATOR

What is different/unique about your solution?

REVENUE

*What will you sell to them?

How much will it cost?*

Decide what problems need to be specifically met by your product or service.

Decide what desires are being specifically met by your product or service.

How will you solve each problem and what makes that valuable to your client?

Determine who is your Avatar or your audience and how do you plan to reach them?

What is different about your product or service?

What do you plan to sell and how much is it?

PROBLEM

SOLUTION

AUDIENCE

CHANNELS

DIFFERENTIATOR

REVENUE