How To Create A Value Based Product, Service Or Solution

START HERE

Desires

What do prospects desire?

Market

What is your market? Where is your market?

Dream Customer

Who is your dream customer in that market?

Customer Problems

What problems does your dream customer have?

Other Solutions

What other products, services or solutions can you offer at other price points?

Other Offers

What other offers do you have that corresponds to these solutions?

Main Problem

What is their main problem?

Main Solution

What is the main solution that corresponds to this problem?

Main Offer

What is the main offer you have that corresponds to this solution?