



The Potential to Add Value

To get your business unstuck, start by taking a fresh look at the customers you most wish to serve. After all, to be in business, you must offer them compelling and differentiated value. In other words, you must help your prospective customers avoid pain or achieve a desired gain.

By the end of this week, you'll have created a working draft of your value proposition. By value proposition, we mean a clear statement of who you wish to serve, your understanding of what they want, and the products and services you might offer that will help them get what they want.

This week's lessons fall into two buckets. The first bucket consists of "How to Ask Better Questions" and "The Empathy Map Canvas". The ideas presented in these two lessons will help you understand your prospective customers more clearly. The second bucket focuses on "The Value Proposition Canvas" and is supplemented by "Marketing Physics" and "Shrink the Pond". We found these ideas very useful when addressing that most basic customer question, "What's in it for me?"

Taken together, this week's content and conversations are intended to give you a bird's eye view of your business landscape. Let's get started.