

Rule No. 1—Solve a real problem.

If your product, service or strategy isn't solving a real problem for a real person, it's a vanity project—not a business. Don't start with the product. Start with the pain. If the problem is real and big enough, the right solution will find its way. Painkillers outperform vitamins every time.

Ask Yourself:

What problem does our business truly solve?—and, would our 5 best customers describe it the same way?

The Truth Is:

Nobody cares about your solution. The market will tell you exactly how much it cares—through silence, low sales, and churn. Before you spend another dollar, answer this honestly: are you solving a problem people actually have, or one you invented so your product could exist?

If consumers aren't willing to pay time or money to solve it, it's not a real problem.

Action Step:

Interview 3 existing or potential customers to uncover a problem they're actively trying to solve. Document exactly how they describe it in their own words.

Now, write down your core problem statement—not in your words, but in your customer's words.

Recommended Reading:

The Lean Startup, by Eric Ries

"The question is not 'Can this product be built?' but 'Should this product be built?'"

What this week revealed:

This week I gained clarity on _____

This week I said no to _____

WEEK 1

MONDAY

DATE _____

- _____
- _____
- _____

TUESDAY

DATE _____

- _____
- _____
- _____

WEDNESDAY

DATE _____

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THURSDAY

DATE _____

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FRIDAY

DATE _____

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SATURDAY

DATE _____

- _____
- _____

SUNDAY

DATE _____

- _____
- _____

STILL UNFINISHED

- _____

TOP 3 PRIORITIES THIS WEEK

- _____
Why now? _____
- _____
Why now? _____
- _____
Why now? _____

Notes:

THIS WEEK I'LL PROTECT TIME FOR