

Rule No. 2 —Fall in love with the problem, not the solution.

Solutions come and go, but a deep understanding of the real problem creates lasting value. Focus on the true needs and challenges of your customers —not your preconceived ideas. By anchoring yourself to the problem, you remain flexible, innovative, and better positioned to deliver meaningful solutions.

Ask Yourself:

Are we defending our solution...or are we actually solving our customer's real need?

The Truth Is:

Your product is not special. The problem is.

Founders who fall in love with their solution spend years polishing something nobody asked for.

Founders who fall in love with the problem iterate until they find what actually works.

Solutions change. The problem worth solving rarely does.

Action Step:

Commit to having two customer or prospect conversations.

Don't pitch —just ask questions.

Then, list three ways your current solution could fail, and rethink from the problem backward.

Recommended Reading:

The Mom Test, by Rob Fitzpatrick

"You're not allowed to tell them what their problem is. They have to tell you." —Rob Fitzpatrick

What this week revealed:

This week I gained clarity on _____

This week I said no to _____

WEEK 2

MONDAY

DATE _____

- _____
- _____
- _____

TUESDAY

DATE _____

- _____
- _____
- _____

WEDNESDAY

DATE _____

- _____
- _____
- _____

THURSDAY

DATE _____

- _____
- _____
- _____

FRIDAY

DATE _____

- _____
- _____
- _____

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