



# 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. Start with the pain. Painkillers outperform vitamins every time. This is where every enduring business begins: Identify the problem your customers can't ignore, and prove that your solution matters. If you can't do that, nothing else you build will matter either.

## The Hard Truth

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

Nobody cares about your solution.

The market will tell you exactly how much it cares through silence, low sales and churn.

## Ask yourself —

1. What problem does our business truly solve?
2. Would our 3 best customers describe it the same way?
3. Is it still the *right* problem, or has the problem evolved?

## Action Steps —

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

- 1.
- 2.
- 3.

## This week's task: Draft your "core problem statement"

A strong problem statement should be simple, specific, and customer-focused.

Use these guidelines:

- **Start with your customer.** Who specifically has the problem?
- **Describe the pain.** What frustration, cost, risk, or inefficiency do they experience?
- **Focus on the problem,** not your solution. Resist the urge to describe your product.
- **Explain the impact.** Why does this problem matter? What happens if it isn't solved?
- **Keep it to one or two sentences.** If it takes a paragraph to explain, it probably isn't clear enough.
- **Use your customer's language.** Write it the way they would describe it, not with industry jargon.
- **Test it with real customers.** Ask them, "Is this the problem you hired us to solve?"
- **Review it annually.** As markets change, the problems worth solving often change too.

## Simple Formula:

We help (*customer*) who struggle with (*problem*) by eliminating (*pain or obstacle*), allowing them to (*desired outcome*).

A clear problem statement becomes a filter for every major business decision.

If a new product, service, or initiative doesn't help solve that problem, it deserves a second look.

## Our core problem statement:

This Rule gets you focused on the pain points of your audience rather than a proposed solution, setting a "North Star" for strategic decision-making and preventing chaotic, unfocused work.

Solve a real problem. Not a theoretical one. Not a convenient one. A real one, with real people attached to it.

**Are you solving a problem your customer can actually feel?**

**Something that costs them time, money, stress, risk, or reputation?**

Because if the problem isn't real to them, it doesn't matter how polished your solution is.

Practice the principles.



*"Success is not delivering a feature; success is learning how to solve the customer's problem."*

**Each day, set 2 specific actions that move this week's Rule into practice and help complete the Action Step by week's end.**

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# WEEK 1

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**notes —**

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**sunday**

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