



Rule No. 1 —Solve a real problem.

The Principle: The best businesses solve problems people already have. We have to find something that costs people time, money, frustration, or opportunity, and figure out how to make it better. Don't start with what we want to sell —start with what people need fixed.

Top 3 priorities this week

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Do 2 things each day that will move this Rule into practice and help to make it a habit.

monday

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tuesday

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wednesday

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thursday

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friday

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saturday

sunday

This week, talk to three 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.

Week 1: Draft Your Core Problem Statement

Don't make this harder than it needs to be. Find something that is genuinely giving your customer a headache, and figure out how to make that headache go away. If you can do that better than the next guy, you have the beginning of a good business. Before you spend more money, add an employee, or launch a new idea, ask yourself one simple question:

What problem are we solving?

If you can't answer it clearly, stop and figure that out first.

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)*."

Your problem statement should become 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: