

3. WHAT PROBLEM ARE YOU SOLVING?

Most businesses solve a problem (or two) for the clients they serve. It can be helpful to clearly understand things from the client perspective to help you communicate this clearly.

It's good to think broadly about the clients problem in human and business terms. What are they struggling to solve? They may be short on time, experience - perhaps their current solution is just stressful. Understanding their goal and obstacles will help you position your offering.

Their Problem

Your Solution

Their Problem

Your Solution

Their Problem

Your Solution

Their Problem

Your Solution



THAT MEDIA GROUP