

DAY 2
VIDEO TRANSCRIPT



Day 2 Video Transcript

Welcome back Change Maker!

Yesterday, we went over why a one-page business plan is superior to the 25-page monster documents I used to waste my time writing in business school.

We also took a look at who your customers are broadly, and honed in on your customer segments.

Then, we got even clearer, and defined your strongest customer segment.

Today, we're going to go one step further — to step 4 — and **find out who your early adopters are.**

Your initial success will be determined by how well you know and serve your early adopters, or the people who need your services the most.

For example, Facebook didn't start with everyone. It started with students on the Harvard Campus..

For you, maybe your early adopters are new moms who have had a baby in the last 6 months. They enjoy their career and are trying to adapt to their new role. They're struggling with their sense of self.

The fact that they have recently gone through a massive life transition will likely leave them feeling unsettled and more open for help.

Remember: people usually buy products + services for deeper, emotional reasons, not logical ones.

Day 2 Video Transcript

Now that you know who your ideal target audience is, give your lean canvas a title that encapsulates your idea and speaks to your core customers.

In our experience, a good title will help frame your thoughts, and bring the type of “energy” you want to the rest of your lean canvas (and your business).

For example, maybe your title for your business for new moms reads something like:

Mom Boss Training, Inc.

Get active, eat better, and enhance your confidence in 90 days (or it's free).

Or, maybe you're working with Men over 55, then your title might read something like:

The Elder Statesman

Finding vitality, strength and dignity after 55.

Or, maybe you want to work with young men who are broke and in college :

Top of the Class

Ask your parents for money and I'll train you (because I quit my job training people for free)

Now, the last one was clearly a joke, but you get what we're going for here.

Your next step is to list your clients' top 1-3 problems that they're looking to solve.

Day 2 Video Transcript

While it might be tempting to simply list **external problems, like weight loss, increased strength, or more energy**, it's important to dig beneath the surface.

In order to increase client interest, engagement, and impact, you must tune into their internal and philosophical problems too.

For example, while new moms might come to you to “help them lose the baby weight”, internally they might feel a lack of confidence or a sense of shame that they just can't “handle” being a new mom.

Internal problems are the deeper reasons for change.

These problems are underneath the surface, but readily accessible if you're willing to get curious and listen deeply.

Or, perhaps, there's a bigger, philosophical problem they're dealing with.

Philosophical problems are about how the world “should” be.

For instance, following our previous example of new moms, a statement that addresses the philosophical problems of women might go like this: Every woman ought to have the chance to be a mom without losing themselves.

Or, following our training over 55 for men example: Becoming an older man doesn't mean you need to give up on your strength and vitality.

So, when you're thinking about your clients' top three problems, take some time to really flesh out what they are grappling with externally, internally, and philosophically.

Day 2 Video Transcript

To find out your client's deeper problems, we recommend two techniques:

1) The 5 Whys Exercise, and 2) Jobs To Be Done

The 5 Whys Technique was created by Sakichi Toyota, the Japanese industrialist, inventor, and founder of Toyota Motor Corporation in the 1930s.

It was created as a way to dig deeper into problems and drill down to their root cause in order to make decisions around what's actually happening, rather than what someone thinks is happening.

For example, let's say a machine stopped working. At first glance, you might assume that there's an issue with one of the parts, and to solve it, you might go and talk to the manufacturer.

Upon further analysis, you realize that one of your employees forgot to put the oil in. So, rather than going and talking with the manufacturer, you might have to have a conversation with your employee to find out why they forgot and establish a better system going forward so it doesn't happen again.

Only once you find the true problem, can you craft a workable solution.

You can use this exercise with your current or prospective clients to discover their deeper motivation for hiring you (and not just assume why they're hiring you).

Day 2 Video Transcript

The idea is to ask your clients a question like:

Why did you decide to seek out my services?

They might answer:

Because I recently became a new mom and I'd like to drop my baby weight.

Then you ask “why” to that answer. Like this:

Why is dropping the baby weight important to you?

They might say:

Because I want to feel like myself again.

Then, you ask, “why” again, like this:

But why does feeling like yourself matter?

And then they answer:

Well, because I miss the way it was. I miss having energy and time to do the things I love.

Then you ask “why” one more time, like this:

And why does having energy and time mean so much to you?

Then they answer:

Because I'm afraid that I might lose myself. I loved my career and my life before becoming a mom and I've seen too many women panic when their kids go away to college because they gave up everything for their children and they forgot who they are. I don't want to wake up in 18 years and wonder where “I” went.

Day 2 Video Transcript

By the time you've gotten to your final answer, you should have a pretty good idea of some of your clients core values and motivators.

And creating your programs around these types of problems will help turn your customers from clients to raving fans.

Another useful technique you can use is the **Jobs To Be Done** technique popularized by Clayton Christensen.

The basic premise is in the name: clients hire your product or service to get a job done.

For example, people don't buy a drill because they want a quarter inch hole. They buy a drill because they want to hang a shelf. And beyond that, they want to feel a sense of pride in their work and show it off to their friends.

When it comes to your clients, this is likely something that they've already tried to unsuccessfully solve for.

For example, feeling confident and in control of their life and their choices.

Once you understand what clients really want from you, you are in a much better position to create products and services that your clients actually want (and you have a clearer idea of who your real competitors are).

Jobs To Be Done helps you assume less, ask strategic questions, and listen deeply to figure out the real reasons people buy what they do, when they do.

Day 2 Video Transcript

It also helps you map people's decision-making timelines.



And the forces that push and pull them into making decisions.



A full description of Jobs To Be Done goes beyond the scope of this video. However, you can grab the links for our 3 part article series in your workbook to learn more.

Day 2 Video Transcript

For now, simply write down 1-3 problems that you're helping your clients solve.

While you may not dive into the 5 Why or Jobs To Be Done exercises with your clients now, you can keep them in mind as you test your assumptions later.

That's all for today's lesson.

Now's the time to go into your workbook and complete your Day 2 assignments so you can continue chipping away at your one-page business plan.

Tomorrow, we'll go over the existing alternatives that your clients are currently using, the solutions you'll bring to the table, and your unique value proposition.

See you then!

