

DAY 3
VIDEO TRANSCRIPT



Day 3 Video Transcript

Hey there Change Maker!

Yesterday, we dove into uncovering who your early adopters are, giving your business plan a title, and how to uncover your clients' external, internal, and philosophical problems.

Today, we're going to dive into the existing alternatives that your clients are currently using, the solutions you'll bring to the table, and your unique value proposition.

Now that you've gotten a better idea of what problems you're actually trying to help your clients solve, it's now time to dive into your clients' current reality and explore what solutions they're using today.

Knowing what your clients are currently using will help inform who your competitors are, who you might partner with, what you can do to stand out from the crowd, and your pricing structure.

Similar to the problems that you're trying to help your clients with, these solutions might be unexpected.

To continue on with our new mom example, if your clients' deepest problems are around self-confidence and setting boundaries, existing solutions may extend outside of the exercise and nutrition industry, and include things like support groups and counseling.

Also, doing nothing, or avoiding the problem, cannot be discounted as a potential solution.

Day 3 Video Transcript

Next, for each of the 1 to 3 problems you listed on your lean canvas, outline a specific solution, such as a feature in your product or service, that will help solve the problem.

For example, if you discovered that most of your clients are struggling with establishing boundaries, rather than viewing counselors and communication experts as competition, you might view them as collaborators who could come in and teach sessions on these topics once a month to a group of your clients.

Note: The solution is usually the piece that health & fitness pros are obsessed about.

Because it's fun to create things, and it's fun to think of ways to serve those people that you want to help.

But your solution isn't usually what's riskiest on your business plan, and it is often the only piece of the plan that is frequently talked about within the industry.

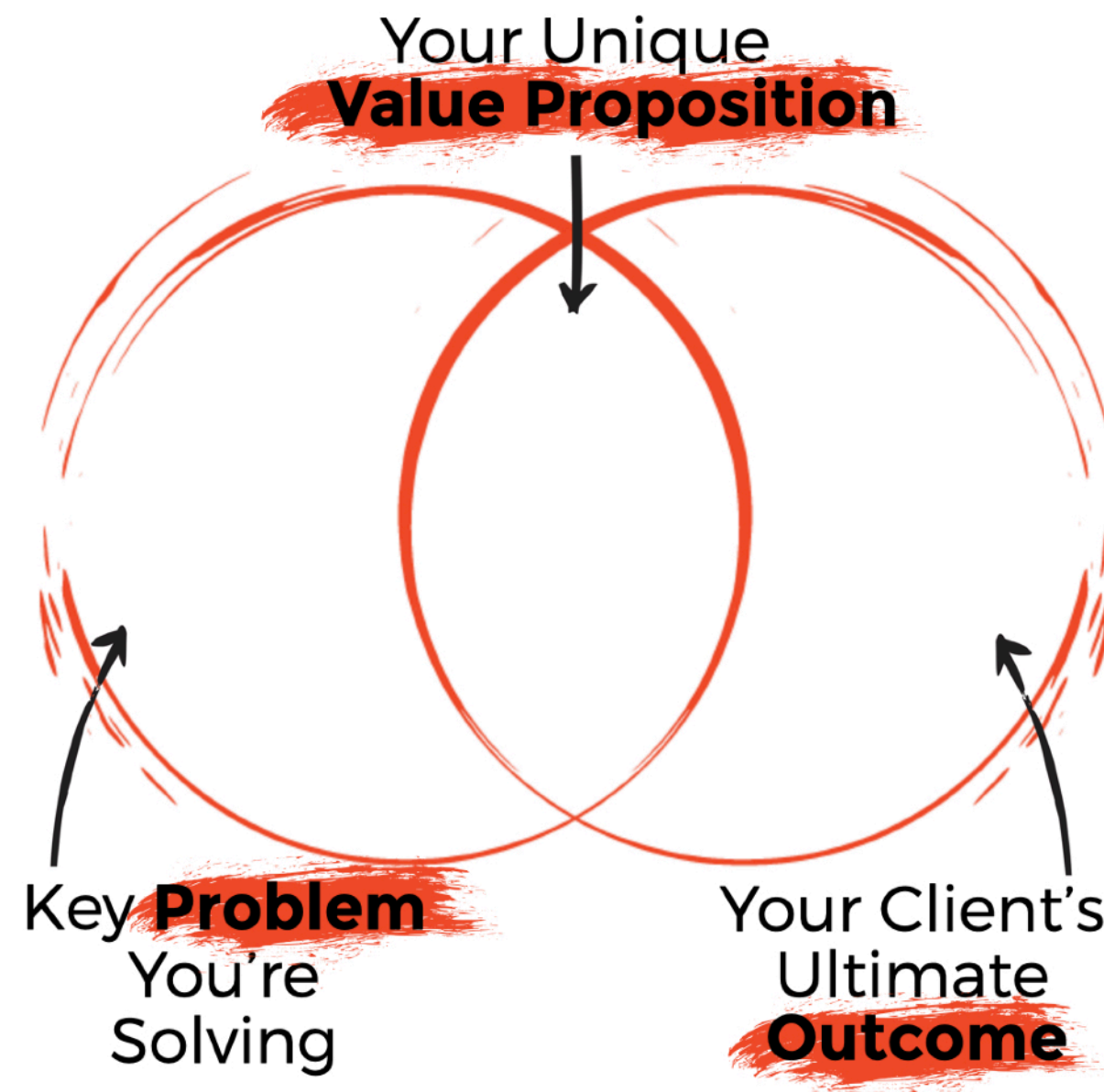
We hope the image of the entire business plan helps show you that your solution is simply one piece of the larger puzzle.

Next, outline your unique value proposition, or the key benefits you offer your clients and what makes you different from others.

This is one of the hardest things to get right and it's one of the most critical components.

If you're new to the industry, one of your initial challenges is getting noticed at all. To stand out, you're going to have to have something compelling to offer.

Your unique value proposition takes place at the intersection between the key problem you're solving and the ultimate outcome that your client is going to experience through working with you.



For example, for a client who wants to lose weight, the final output isn't about a number on the scale. It is usually about having the confidence to do the things they love with the people they love.

Avoid empty marketing promises and make sure you're specific.

Here's a framework that can help:

End result your client wants + specific time period they can expect results + solution to potential objections

Here are some examples:

- 1. Get active, eat better, and enhance your confidence in 90 days (or it's free).**
- 2. Increase your strength, maximize your energy, and take charge of your life in 30 minutes/day (or less).**
- 3. Reclaim your body, master your mind, and step into your potential in just six months (without giving up the foods you love).**

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Like anything on your canvas, it's a guess, or a hypothesis that you'll have to test and refine later.

That's all for today.

Now, go into your workbook and complete all the steps for Day 3.

Tomorrow, we'll jump into creating a high-pitch concept that will stick in the minds of your potential customers, define your revenue streams, and find the places where your customers hang out.

See you then!

