

TRENDS ASSESSMENT - THE 1-HOUR SOLUTION WORKSHEET

Directions: You'll need to set aside 1-hour for this session. It is essential that you have no distractions, so that you can focus your mind on the question on this page, for 1 FULL Hour. Read the question and answer it in the space provided, with as little or as much detail as you want. Continue answering the question for at least an hour AND you have at least 20 answers.

QUESTIONS: IF I was the typical customer in my Ultimate Target Market, What Would Be The Absolute Best Solution To My Biggest Problems?

What "mechanism" would allow my customer to achieve Everything they've Ever Dreamed About in my market category?

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Action Thoughts