





1. Who? Who is your ideal target market? 


2. What? What problems or pain is your target market experiencing? What solutions can you offer? How will your target market benefit from your solutions? 

Pain? **Solutions?** **Benefits?**

3. Where? Where will you grab the attention of your prospects? 

5. How? How will customers do business with you? 

- Step 1
- Step 2
- Step 3
- Step 4
- Step 5

4. Why? Why will someone want to do business with you? 

How will you make it happen? What do you need?

6. When? What do you need to accomplish and WHEN in order to bring your breakthrough to market? 

Short-term

Mid-term

Long-term