





**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