TOOL

Four Questions Every Founder Needs to Answer

Curated by Simon De Los Rios

WHO IS THIS FOR

This tool is for founders about to build an offer, a pitch, or a marketing plan, before the specifics have been tested.

PAIN

Building on a foundation that sounds good but has never been checked against the problem, the buyer, or the price.

SOLVES

Forces you to answer four specific questions before you build anything else, so the foundation holds.

TOPIC

BUSINESS & ENTREPRENEURSHIP

READ TIME	TIME REQUIRED	WHAT YOU NEED
2 minutes	30 min	notebook, pen, calculator

Step 1: Name the problem

Write the problem you solve in one sentence: the thing that costs someone time, money or sleep. Leave out the industry and the category.

– *What would the person with this problem say about it, in their own words?*

Step 2: Picture the outcome

Describe what changes for your client once the problem is solved, and how they would know.

– *What is different in their week, and what could they count to prove it?*

Step 3: Name who benefits most

Name the kind of person who feels this problem most today: their job, their situation, their size. Then write the names of three people you know who fit.

THREE PEOPLE YOU KNOW WHO FIT

1 _____ 2 _____ 3 _____

– *Which of the three feels it most, and how do I know?*

Step 4: Test the value against the price

Write what the problem costs your client each month, in money or hours (count hours at what their time is worth). Divide that by your monthly price.

PROBLEM COST PER MONTH		YOUR PRICE PER MONTH		YOUR ANSWER
	÷		=	x

– *If the answer is under 10x, what would I add or change to get there?*

– *If it is over 10x, is my price too low?*

Step 5: Test it with three people

This week, send your Step 1 sentence to the three people from Step 3 and ask: “When did you last run into this, and what did it cost you?” Write down what each one says.

– *Which answer surprised me, and what would I change because of it?*

BEFORE YOU CLOSE THIS

Send your Step 1 sentence to your three people today, and write the date you will have their answers.

CONTINUE WITH

UFS, once your offer is validated, this tool helps you map exactly what is standing between your client and the outcome you just described.

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Source: Adapted from Alex Hormozi