Self-Help Tools: Four Questions Every Founder Needs to Answer

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Source: Adapted from Alex Hormozi

Before you build your offer, your pitch, or your marketing, you need to be able to answer four questions. Not roughly. Specifically.

- What is the problem you are solving?
- What is the ideal outcome?
- Who benefits most when this problem is solved?
- Is the value of solving it worth 10x the price you are charging?

A founder notices that young people want to grow their wealth and diversify beyond stocks and savings accounts but do not know where to start. She builds a platform where young professionals can buy original artwork from emerging artists, hold the pieces as assets, and sell when ready. The ideal outcome: a simple, accessible way to invest in something tangible that grows in value while supporting artists. The people who benefit most are young professionals between 25 and 35 who want their money working for them. She charges a 15% commission on sales. If a buyer purchases a piece for 500 EUR and sells it for 2,000 EUR three years later, the return is well beyond anything a savings account offers. That is the 10x.

Work through these yourself:

- What is the problem you are solving? Write it in one sentence.
- What does life look like for your client once it is solved?
- Who feels that problem most acutely today?
- If your client paid you 10x what you charge, would they still feel it was worth it?