

Self-Help Tools: UFS - Client

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Source: Joel Burgess

This is a thinking tool for founders. It helps you get specific about what your client is trying to achieve, what is blocking them, and what a clear path looks like. Most founders can describe their offer in general terms. This exercise forces you to go one level deeper.

The structure:

Draw a triangle. Place your client's goal at the center. At each corner, write one obstacle standing between your client and that goal. Not surface symptoms. The real friction. For each obstacle, write: one milestone and one to three actions.

A founder builds a nutrition platform for busy professionals. Goal: eat well consistently without it taking over their schedule. Obstacle 1: no time to plan. Milestone: a repeatable weekly meal structure. Actions: build a 5-meal rotation, prep once a week, remove decisions at dinner time. Obstacle 2: healthy food feels bland. Milestone: 10 meals they genuinely enjoy. Obstacle 3: motivation drops after two weeks. Milestone: the habit holds even on bad weeks. Actions: set a minimum viable day, track streaks, build in one guilt-free meal per week.

Work through yours:

- What is the one outcome your client is paying for?
- What are the three things most likely to stop them from getting there?
- What does it look like when each obstacle is no longer a problem?
- What are the two or three things you do to get them there?