YOUR BUSINESS IN 6 WORDS

WHAT THIS IS

You cannot build what you cannot name. Before this engagement goes anywhere we need to know what you are actually building toward. Fill in the formula below. Then sharpen it down to six words. That is your filter for everything that follows in this course.

The Formula

Three words you cannot use: best, innovative, passionate

_____,

Your business name

exists to serve _____

the specific customer you most want to serve

by giving them _____,

the specific solution you provide, not just a product or service, the result

through_____,

what makes your approach distinct from everyone else doing this

and becomes_____.

what your business becomes known for or capable of as a result

Now find your 6 words.

Look at what you just wrote. Your customer is in there. Your problem is in there. Your method is in there. Your destination is in there. Pull them out and write them below in 6 words, 8 at the absolute maximum.

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