



Launch Like a Boss

HOMEWORK 2.2

**WHAT PEOPLE
REALLY WANT**

LAUNCH LIKE A BOSS

Module 2 | Product & Message

HOMEWORK 2.2 WHAT PEOPLE REALLY WANT

- ❑ Answer the following questions about your product:
 - >> What are people buying?
 - >> What are they *really* buying?
 - >> Why are they buying?
 - >> What feeling are they seeking?
 - >> What deep psychological need are they seeking to satisfy?