

A top-down view of a desk with a white marble pattern. In the center is a grey rectangular object with a large, faint dollar sign graphic. To the right is a gold calculator. In the bottom center is a gold pen. On the left is a pile of gold paper clips. A gold chair leg is visible in the top left corner. The entire scene is framed by a thin black border.

Launch Like a Boss

**WHAT PEOPLE
WANT TO BUY**

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WHAT PEOPLE WANT TO BUY

One of the most important factors of a successful launch is to offer a product that your customers truly want to buy. After all, if they already want it, selling will be easy -- but if they don't, you'll have to work really hard. (And they likely won't be very satisfied with the product.)

The following questions will help you determine whether or not your product is something your target customers are interested in purchasing. Don't know the answers to the questions? That's okay! In that case, you'll need to do a little market research. Identify a handful of your target customers (Facebook groups are great for making these connections) and conduct a series of short interviews.

Still coming up dry? Interviewees don't know the answers either? That's a prime indicator that your product might be attempting to solve an issue that isn't a serious enough problem.

Finally, if you have ideas for multiple products, be sure to complete this worksheet for each one separately, so that you can confidently determine which product idea is most compelling.

When people buy your product, what do they get?

Here, we're talking about the physical product or digital assets that the customer directly receives.

What are they really buying?

When people buy your product, what outcome are they hoping it creates?

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Why are they interested in buying your product?

What feeling are they seeking?

Examples: confidence, closeness, relaxation, excitement, happiness, freedom, love, contentedness, etc.

What deep psychological need are they attempting to satisfy?

- physical survival
- sexual fulfillment
- security
- love & relatedness
- esteem & identity
- self-realization
- Other: _____

Who is your target customer?

What problem are they facing that your product could solve?

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“How bad” is the problem? How can you quantify the problem?

What are three specific, tangible negatives that the big problem is causing in your prospect's life?

1.

2.

3.

How is the problem making your prospect feel?

If your prospect's problem was solved, what would their life look like?

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What are three specific benefits they'd experience?

1. _____

2. _____

3. _____

How would they feel if their problem was solved?

