**RECEPTIZING YOUR SOLUTION**

**To Your Market’s Pains**

**WORKSHEET**

Let’s start sketching out how you can put together a systematic solution to your market’s painful problems.

Start by assembling your answers to the Existing Unique Methods assignment and your work on Mapping Your Market’s Painful Problems.

**Listing Out the Key Ingredients:**

1. List out every problem your market told you as well as the “hidden” problems you identified.

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2. Using the items from the Your Unique Methods Worksheet (as well as all the work you’ve ever done with your clients), list out your best guesses at the ingredients needed to “bake” a solution to the list of painful problems you just listed out.

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**Creating Your 1.0 Recipe:**

1. Now, put these ingredients into an order that you think would most reliably and successfully take members of your Target Market from their current situation to their Ideal Outcome. This is your 1.0 Recipe.