

Product Objective Worksheet

The ultimate guide to creating a strategy for your course so customers know the exact transformation they will receive.

Product Objective

Get to know your customer.

- What are goals, problems, or challenges they have that I can help them with?
- 2. What does their ideal solution look like for each of the above?
- 3. Who do they already look to for advice?
- 4. How do they like to consume information (websites, podcasts, social media, etc)?
- 5. What worries or objections might they have to buying my product?
- What do they need to know in order to feel confident about buying my product?
- What solutions have they already tried/considered to achieve their goal or solve their problem? Why haven't those worked?

When uncovering your Product Objective, ask yourself...

- How long will this take (can be by the end of this course)?
- What is an appropriate verb: define, identify, demonstrate, compare, outline, create, select, etc.
- What will my members be able to do after completing this course?



Product Objective Formula:

"In [SPECIFIC SPAN OF TIME], I will help my customers achieve [DESIRED OUTCOME], by helping them solve/conqure [OBSTACLE]."

Example: In 90 days, I help busy parents declutter their homes by helping them conquer the habit of keeping what no longer serves them.

Write your ideas below		

K AJABI	KNOWLEDGE BUILDER