

Assignment 2: Finding Your Customers.

Hey, Glad that you made it! Things are starting to get a little bit more serious, first of all, make sure to download and go through the pdf file that comes with the last video, in the resources section of this course.

Assignment 2

For this week homework, it's time to learn how to listen, research and define your audience, let's not worry about your idea or product. Things will change, let's first understand people needs, pains and motivations.

Part 1

I would like you to research a specific group of community around a shared problem; you can choose your industry or an industry you are interested in.

Tools:

- [Google.com](https://www.google.com)
- [Quora.com](https://www.quora.com)
- [Answers.yahoo.com](https://answers.yahoo.com)

Keywords to research:

- I'm frustrated with + Your Topic
- Sick of + Your Topic
- Afraid of + Your Topic
- Tired with + Your Topic
- Hate to + Your Topic
- How to + Your Topic

Look for communities, blogs, and forums with articles that have a high readership and comments.

Go through the entire article and highlight the following:

- Problems, current situation, pains, fears, frustrations, hopes.

- Current job and family responsibilities and pressure.
- Interests, hobbies, age, marital status, income if available.

Try not to judge, listen to their fears and frustrations, what makes them sad or ashamed, what kind of problems do they have and how it affects their lives.

- If they hired you as a consultant how would you transform their current situation to a better and more comfortable one? What kind of solution would fit them the best? Remember it's not about your product, it's about the transformation.
- Search for images, youtube videos and interviews around the problems of your topic, don't underestimate the power of visualization.

- If you are studying a lifestyle business, then consider their visual language, how do they look, any specific colors or patterns? How do they communicate?

Ps: Use websites such as [Pinterest](#), [Instagram](#) and [Tumblr](#) to come up with a visual board and mood of your target audience.

Part 2

Once you gather all of that information, you can move to section 2 of this assignment which is a clear plan of your target audience and how to deliver a value that benefits them.

Target audience plan includes:

- What type of people do you want to serve?
- What are their limitations?
- What are their frustrations, fears, and pain points?
- What does motivate them?
- Where can you find them? Collect websites, articles and forums links.
- How can you reach out to them? Are they influenced by a specific type of influencers or bloggers? Who are they? Do they gather in particular locations and meetings?

- What is your unique value proposition for this group of people?

Example:

Okay, let's make this part easy and take out all the fancy stuff.

Just write down a straightforward statement of your value proposition:

For a *specific group of people* with a *particular kind of problem*, I will deliver a solution that provides a *specific value* which transforms their current situation.

For working and overweight mom, with low-income less than 25k/year, who are looking to lose a few extra pounds, gain back her self-confidence and feel attractive.

I will provide an efficient step by step workout system that guides her to lose 10 pounds in 3 months with a cost of less than \$10 a month.

Notice that I did not define what type of a product it's, I'm talking about a solution that transforms an overweight with a low-income mom who is looking for a solution to become more attractive and gain self-confidence, it could be anything, a video course, a mobile phone app or whatever they find it to be suitable.

- **Who is my target audience?**

- Overweight, low income working moms.

- **What do they want?**

- They want to lose weight.

- **How can I help them to reach that goal?**

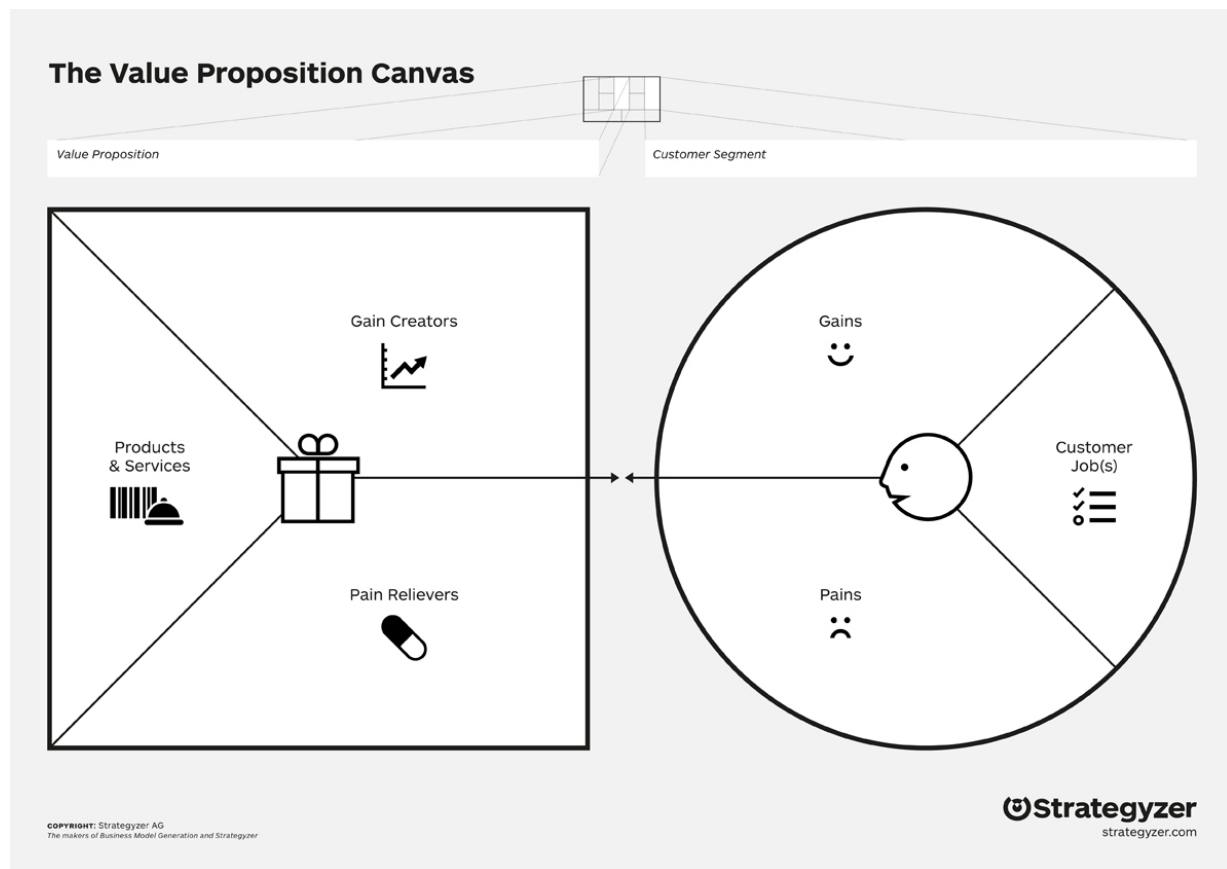
- Offer them an efficient and low-cost workout system.

- **What if I don't know who my target audience is?**

- Then I will spy and steal my competitors' audience. I will use all the mighty power of Google!

Also, keep in mind that she is my target audience, some people don't like to lose weight and still love their bodies, and that's okay, it's about them, not about what you think is best for them.

Let's look have another look at strategyzer.com value proposition canvas



Specific Customer + Problem | Eg. Working & overweight mom. → **Product & Services (Solution)** | Eg. Step by step workout system.

Pains | Eg. No time. → **Pains Relievers** | Eg. 30 minutes a day.

Gains | Eg. Fit body. → **Gains Creators** | Eg. Lose 10 pounds in 3 months.

Take your time and do this part correctly, this research and planning will save you so much time and money when it comes to product creation and marketing. If you have any question, please do let me know in the course Q&A section. I will see you in the next video.