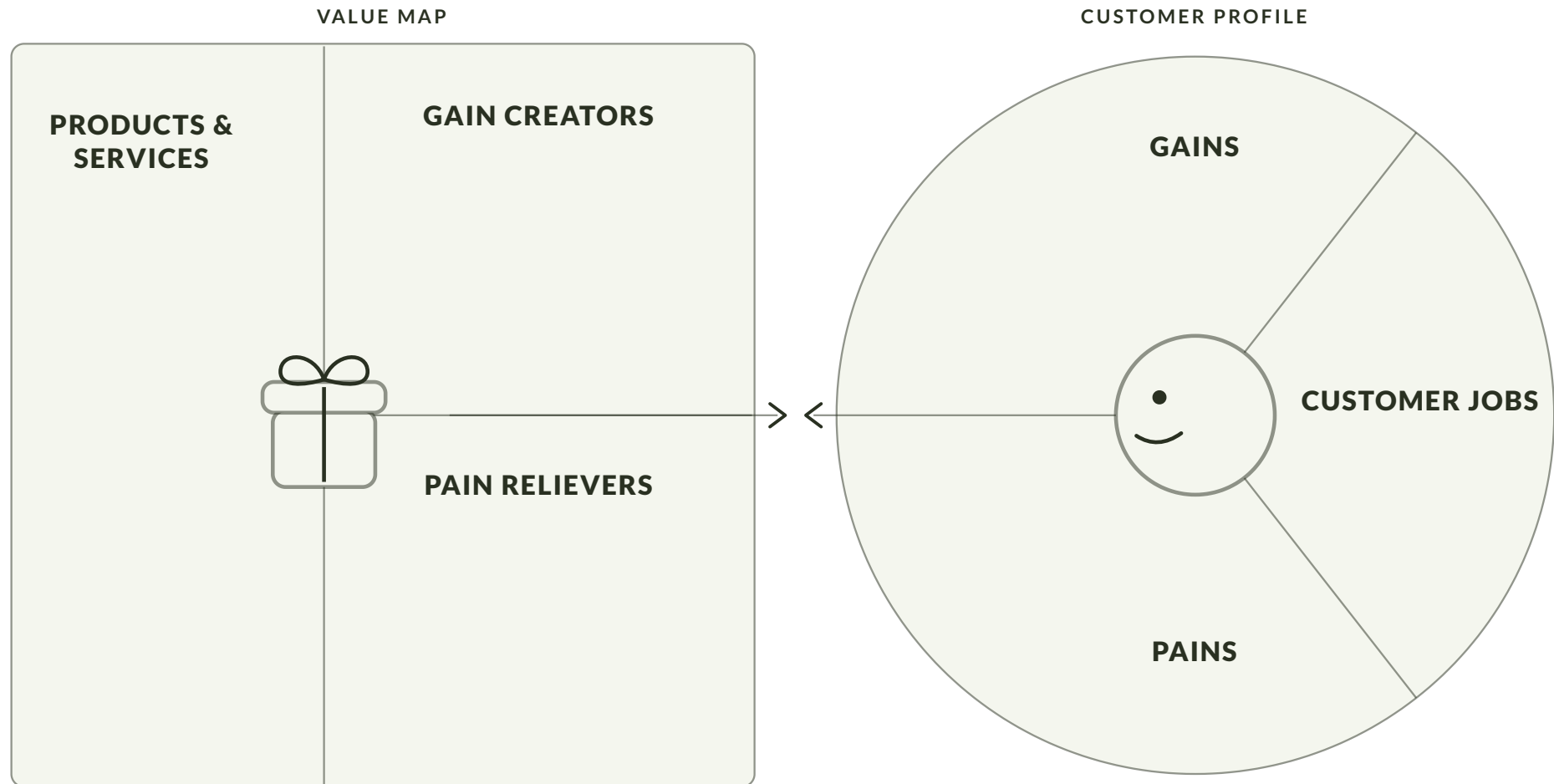




● **PRODUCTS & SERVICES:** The concrete list of what you offer - the things customers can buy, use, or access. Keep it literal; no benefits, no adjectives.

● **GAINS:** The outcomes customers want, from required to unexpected. Rank by importance; the richest opportunities are the unexpected ones.

● **GAIN CREATORS:** How your offer produces the gains customers want, including unexpected delights. Each one must point at a ranked gain.

● **CUSTOMER JOBS:** What the customer is trying to get done - functional, social, and emotional. Described from their life, never from your product.

● **PAIN RELIEVERS:** How your offer kills or eases the customer's pains. One-to-one: each reliever must match a ranked pain in the profile.

● **PAINS:** The obstacles, frustrations, and risks around the customer's jobs. Rank by severity; come from the customer's reality, not your feature list.