

## Your Transformational Business Worksheet

### Overview:

To create a Transformational Business - one that fosters deep connection between you and those you serve - requires 2 key factors. These are 1) a unique value and 2) the ability to solve a real problem.

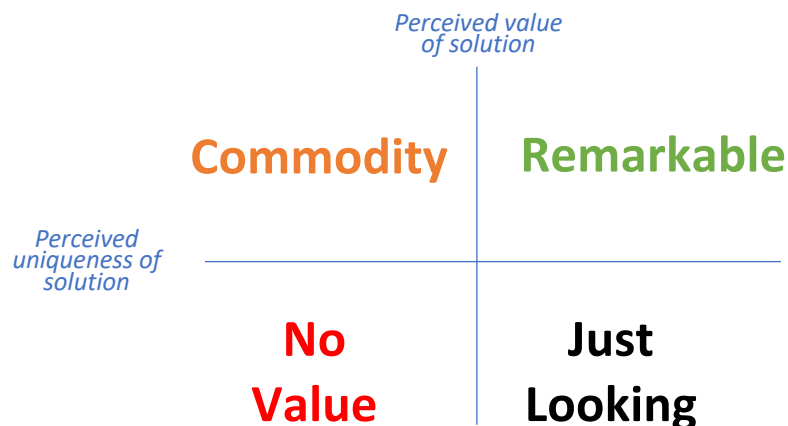
This worksheet helps you define the process of transformation for your business or organization.

### The Key to a Remarkable Product

Louis Grenier (The Mission Podcasts) lists the steps to creating a Remarkable Product. This is a product that does not require overt, noisy marketing in order to succeed. His steps are:

1. Identify one of their most painful, unsolved problems
2. Work your (tail) off to help them solve it
3. Give a sample of your product or service for free
4. Do they rave about it and offer to share it with their friends straight away? You have a winner.
5. If not, collect their feedback and start again.

To achieve this level of success, we believe you need 2 key elements. The first is to solve a real problem. The second is to have a solution that is seen by your customers as unique (hint: in some cases, the uniqueness is you, not the product). Here is how we chart this out on a graph to illustrate the value:



### Step 1: Solve a Real Problem

In our daily lives we have plenty of 'problems'. Some are urgent, some seem important, others just a nuisance. In most cases, your prospect will be experiencing some basic symptoms that you can help improve. Your job is to ask questions that unmask the true problem and create an urgency to action.

**Problem 1:** \_\_\_\_\_

Surface Symptoms: \_\_\_\_\_

\_\_\_\_\_

One More Question 1: \_\_\_\_\_

\_\_\_\_\_

One More Question 2: \_\_\_\_\_

\_\_\_\_\_

One More Question 3: \_\_\_\_\_

\_\_\_\_\_

One More Question 4: \_\_\_\_\_

\_\_\_\_\_

One More Question 5: \_\_\_\_\_

\_\_\_\_\_

Urgency Indicator: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How You 'Might' Help: \_\_\_\_\_

\_\_\_\_\_

Next Steps: \_\_\_\_\_

\_\_\_\_\_

**Problem 2:** \_\_\_\_\_

Surface Symptoms: \_\_\_\_\_

\_\_\_\_\_

One More Question 1: \_\_\_\_\_

\_\_\_\_\_

One More Question 2: \_\_\_\_\_

\_\_\_\_\_

One More Question 3: \_\_\_\_\_

\_\_\_\_\_

One More Question 4: \_\_\_\_\_

\_\_\_\_\_

One More Question 5: \_\_\_\_\_

\_\_\_\_\_

Urgency Indicator: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How You 'Might' Help: \_\_\_\_\_

\_\_\_\_\_

Next Steps: \_\_\_\_\_

\_\_\_\_\_

**Problem 3:** \_\_\_\_\_

Surface Symptoms: \_\_\_\_\_

\_\_\_\_\_

One More Question 1: \_\_\_\_\_

\_\_\_\_\_

One More Question 2: \_\_\_\_\_

\_\_\_\_\_

One More Question 3: \_\_\_\_\_

\_\_\_\_\_

One More Question 4: \_\_\_\_\_

\_\_\_\_\_

One More Question 5: \_\_\_\_\_

\_\_\_\_\_

Urgency Indicator: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How You 'Might' Help: \_\_\_\_\_

\_\_\_\_\_

Next Steps: \_\_\_\_\_

\_\_\_\_\_

## **Step Two: Uniqueness of Product or Service**

In a world where good ideas are quickly replicated, being unique in the marketplace helps you stick out and helps prospects decide to buy. We all like to think we are getting the 'best' when we purchase. What makes you the 'best' option?

Fill in your answers to the questions below. Take your time and consider each carefully. You may not have answers for each one but try to put something down.

- What is unique about what you do?
- What is unique about your staff or team?
- What is unique about your company?
- What is unique about your industry?
- What is unique about any processes you use regularly?
- What is unique about the outcomes you've achieved?
- What is unique about you personally?

### Top 3 Uniques

From the list above, pick 3 uniques that seem the most powerful when describing your business, mission, or organization. Write those below:

**Unique 1:**

**Unique 2:**

**Unique 3:**

### Statement of Uniques

My company/organization/personal mission is unique for 3 very important reasons.

**First,** we / I \_\_\_\_\_.

This is important to \_\_\_\_\_ because \_\_\_\_\_

\_\_\_\_\_

We maintain this unique characteristic / capability by: \_\_\_\_\_

\_\_\_\_\_

**Second,** we / I \_\_\_\_\_.

This is important to \_\_\_\_\_ because \_\_\_\_\_

\_\_\_\_\_

We maintain this unique characteristic / capability by: \_\_\_\_\_

\_\_\_\_\_

**Third,** we / I \_\_\_\_\_.

This is important to \_\_\_\_\_ because \_\_\_\_\_

\_\_\_\_\_

We maintain this unique characteristic / capability by: \_\_\_\_\_

\_\_\_\_\_

When you have completed these 3 statements, memorize them and make them part of your organization's daily activity.