

Defining Statement

Who

(markets or types of people you serve)

What

(outcomes and results you produce for your clients/customers)

**Single Market /
Single Outcome**

**Single Market /
Double Outcomes**

**Single Market /
Triple Outcomes**

**Double Markets /
Single Outcome**

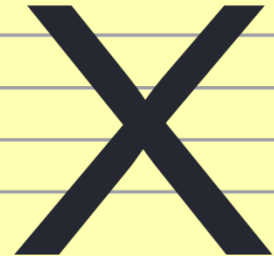
**Double Markets /
Double Outcomes**

**Double Markets /
Triple Outcomes**

**Triple Markets /
Single Outcome**

**Triple Markets /
Double Outcomes**

**Triple/Triple
NOT recommended**



[Tip] Position yourself for what prospects want (outcomes)
rather than what they need (problems to be solved)