

Build What People Want

**BOOK 1 — PRODUCT: Build Something
People Actually Want**



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CURRICULUM MAP

Roadmap of the Book

A practical path from clarity to customers

Chapters

1. The Problem You Solve — Understanding pain points, frustrations, and the real job your customer needs done.
2. Your Core Offer — What you sell, what it includes, and why it matters.
3. Your Ideal Customer — Who you serve best and how to spot them.
4. Market Landscape — Competitors, alternatives, pricing norms, and where you fit.
5. Building Your MVP — Creating the simplest version of your offer customers can buy today.

Welcome to Book 1—Product. This book is about building something people actually want, starting with radical clarity about the problem you solve and ending with a minimum viable product you can sell today. Each chapter stacks on the last so you don't just learn—you implement. You'll sharpen your thinking, simplify your offers, and accelerate your momentum.



How to use this ebook:

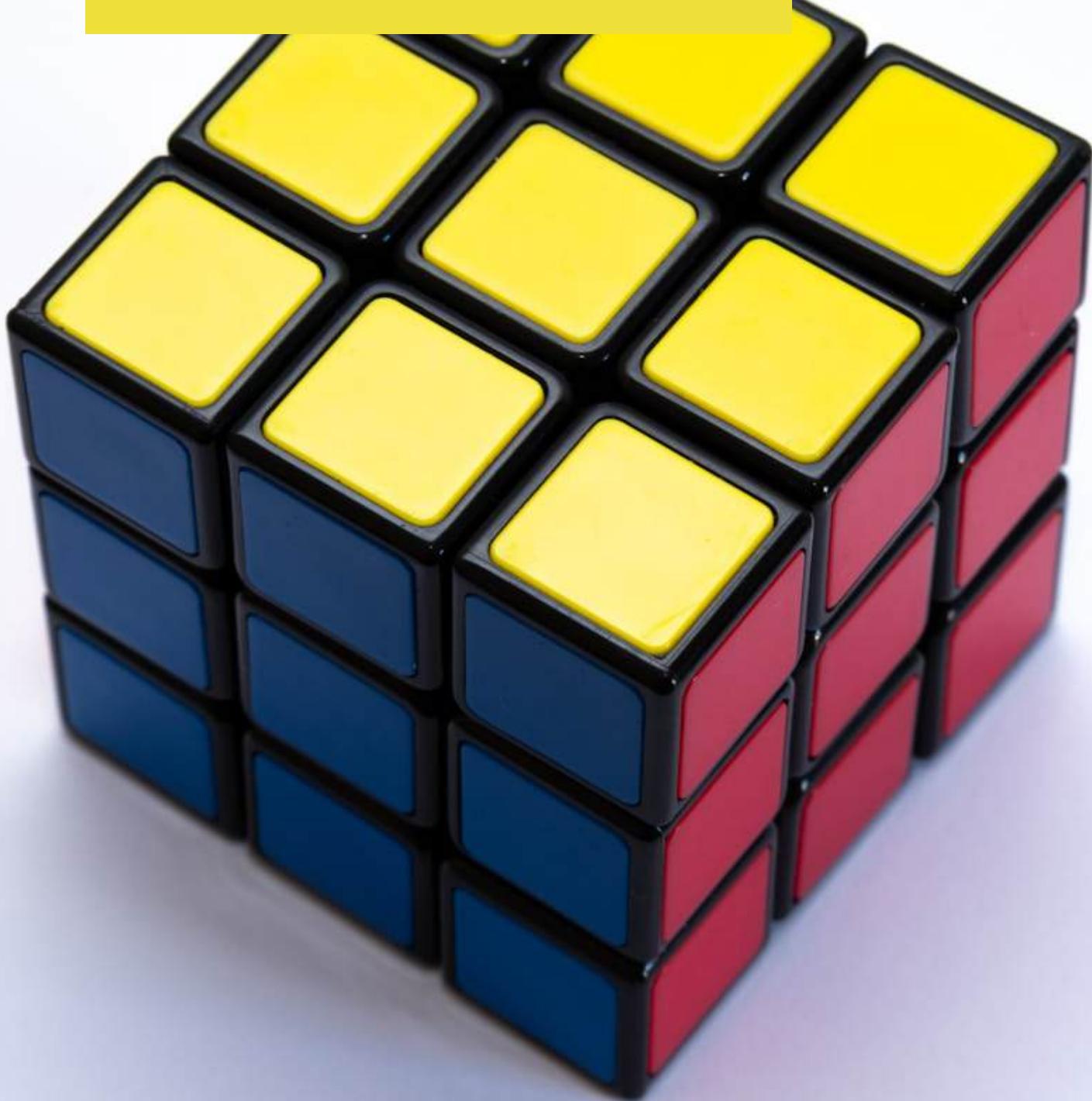
- Read a chapter.
- Apply it to a simple, concrete example (we provide one in each chapter).
- Translate that learning directly to your business.
- Move forward without waiting for perfect. This is a playbook, not a textbook.

Before we begin, set a simple intention: by the time you finish, you will be able to state—clearly and confidently—what problem you solve, for whom, with what offer, in which market position, and what bare-bones version you can launch this week. Keep a notepad handy. Write the short answers. Momentum loves clarity.

Transition to Chapter 1: Everything starts with the customer's pain. Not features. Not tools. Pain. When you can articulate it better than they can, trust clicks and sales follow. Let's go get that clarity.

Chapter 1

The Problem You Solve



The Problem You Solve

Understanding pain points, frustrations, and the real job your customer needs done.

What This Means

Every business exists to solve a problem.
Not a tiny problem. Not a pretend problem.
A real one.

If you don't know the exact problem you solve, your business will always feel confusing. You won't know what to say when someone asks, "So what do you do?" You won't know how to market. You won't know how to sell. You'll just guess. And guessing is how small businesses stay stuck.

So in this chapter, we're going to get brutally clear about the real problem your customer has — the thing they want fixed, today, not someday.

Why This Matters

If you don't understand the problem,
you can't build something people want.

Most business owners skip this step.
They jump straight into selling. Then they get confused when nobody buys. The truth is simple: people only buy when they feel understood.

When you understand someone's problem better than they do, they trust you.

When they trust you, they buy.

This chapter helps you get there.

Let's Start With a Simple Example

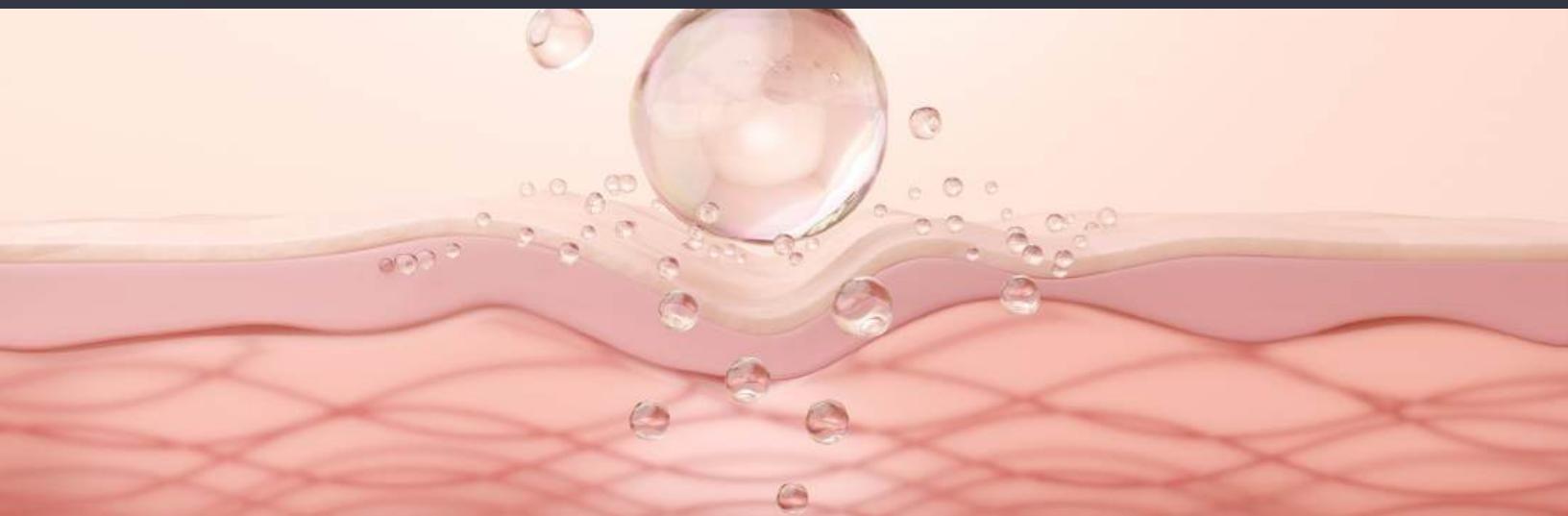
For this chapter, let's use a lawn-mowing business as our example. It's simple. It's common. And it's perfect for explaining this idea.

Imagine you decide to start a lawn-care business. Most new owners think the problem they solve is:

"People need their grass cut."

But that's not the real problem.
Cutting the grass is the task.
It's not the problem.

- "My yard looks messy and embarrassing."
- "I'm too busy to deal with this every week."
- "I'm tired. I don't want to spend my weekend mowing."
- "I physically can't do yard work anymore."
- "I'm worried my HOA will fine me."



Those are problems.

Notice how none of them mention the actual act of mowing.

People don't buy the task.

They buy the solution to their frustration.

This is the difference between businesses that struggle... and businesses that make money.

What a Real Problem Sounds Like

A real problem is specific.

A real problem is emotional.

A real problem is something the customer wants fixed now.

Here's the rule you should remember:

Real problems start with a feeling, not a feature.

For example:

Not a real problem:

"My yard needs mowing."

Real problem:

"I feel stressed every time I pull into my driveway because my yard looks bad."

See the difference?

One is a chore.

One is a pain point.

People don't pay for chores.

They pay to remove pain.

Why Customers Don't Say the Real Problem Out Loud

Your customer usually doesn't say the real problem because:

- They don't know how to explain it.
- They're embarrassed.
- They think it sounds silly.
- They don't know what they need — only what they don't want.

It's your job to understand the deeper frustration beneath their words.

When someone says:

"Do you do weekly mowing?"

They are really asking:

"Can you make my yard look good without me having to think about it?"

That's the real job your business does.

That's the real reason they buy.

The Three Layers of a Problem

Every problem has levels.

If you only understand the surface level, your customer will feel like you're "just another business."

Layer 1: The Task Problem

"What they say they need."

Example: "My yard needs mowing."

Layer 2: The Practical Problem

"What they actually need."

Example: "I don't have time to mow every week."

Layer 3: The Emotional Problem

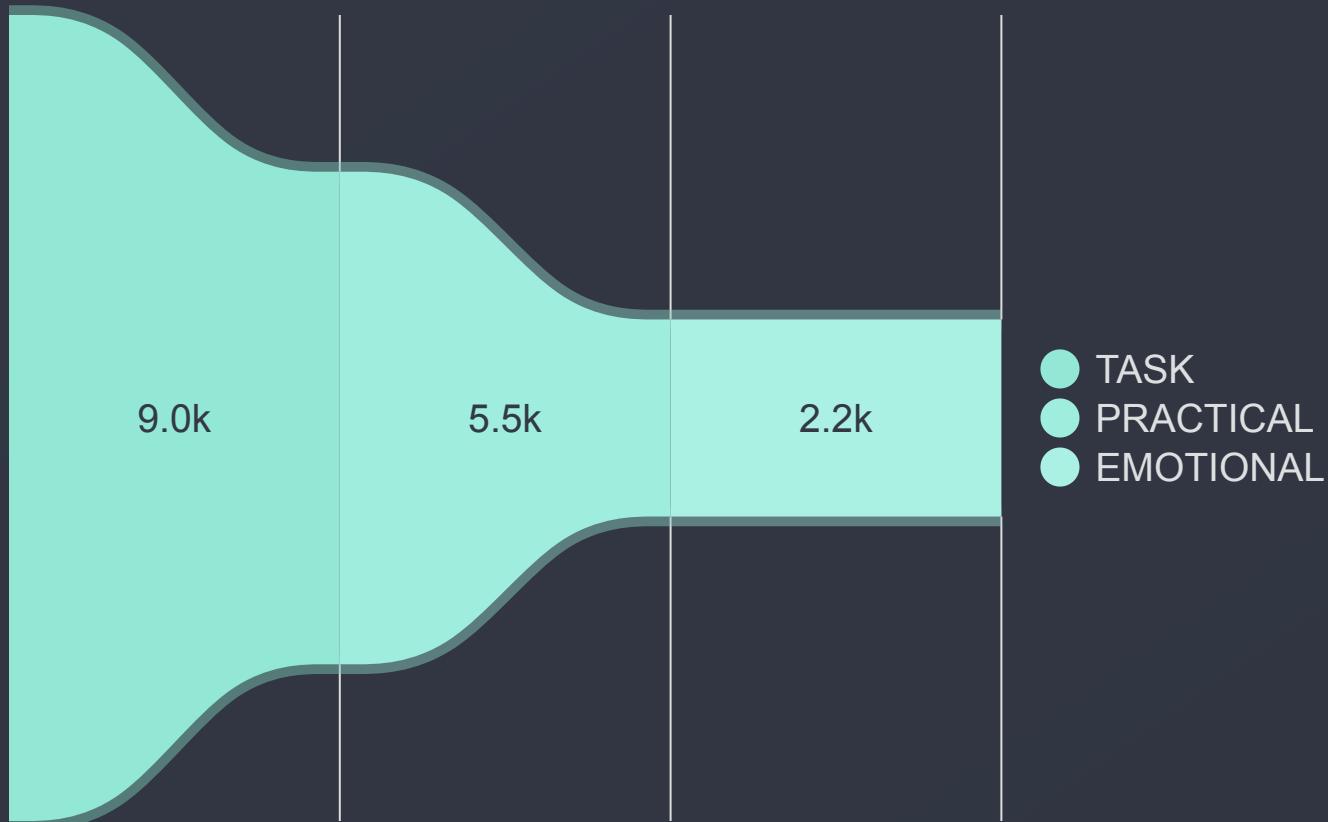
"The real driver."

Example: "I'm embarrassed by how my yard looks."

The emotional problem is always the real one.

If your marketing and product speak to that level, you stand out.

You become the obvious choice.



How to Spot the Real Problem

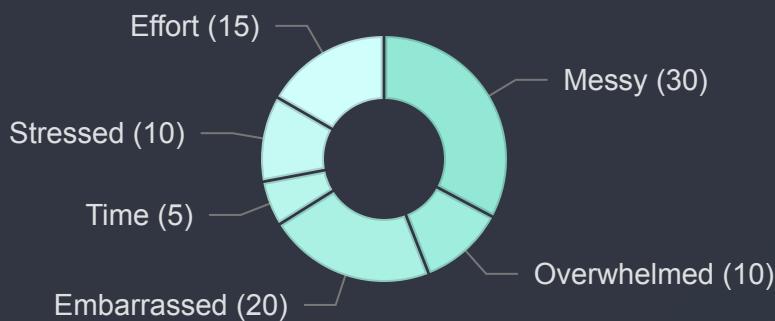
Here's the simple rule:
Ask yourself: What is this person trying to get away from?

People move away from pain faster than they move toward pleasure.

For the lawn example, a customer is trying to get away from:

- A messy yard
- Feeling overwhelmed
- Feeling embarrassed
- Losing time
- Stress
- Physical effort

Your business solves all of those things.
The grass cutting is just how you deliver the solution.



Why Most Business Owners Miss This

Most owners focus on what they want to sell instead of what the customer wants fixed.

They think:
"I offer lawn mowing."

Instead of:
"I help busy homeowners feel proud of their yard again."

One of those is a commodity.
The other is value.

When you understand the real problem:

- Your product improves
- Your marketing becomes clearer
- Your sales get easier
- Your offer sounds stronger
- Your price goes up
- And customers trust you more

This is the foundation of your whole business.

Putting It All Together (Using Our Example)

Here is how the lawn-care business looks once you identify the real problem:

Surface Problem:
"I need my grass cut."

Practical Problem:
"I don't have time or energy to do it every week."

Emotional Problem:
"I feel embarrassed and stressed because my yard looks bad."

Your Real Solution:
"I make your yard look clean, consistent, and stress-free — without you lifting a finger."

Now your business hits deeper.
It feels like the customer is finally understood.

This is how you create something people actually want.

Quick Recap

- Your business exists because someone has a problem.
- You must know that problem better than your customer.
- The real problem is emotional, not technical.
- People buy solutions to frustration, not tasks.
- When you identify the real problem, everything gets easier — your product, your marketing, your sales, all of it.

This is the foundation.
Everything else builds on this.

Chapter 2

Your Core Offer



Your Core Offer

What you sell, what it includes, and why it matters.

What This Means

Your core offer is the simple, clear package you sell.

Not ten packages.

Not a million options.

Just one clear thing that people can understand in five seconds.

Think of your core offer like a menu item.

If the menu has 40 choices, people get confused.

If the menu has one or two great options, people buy.

A core offer tells the customer:

- What they get
- What it costs
- What outcome it leads to
- Why it matters

And here's the truth:

Most small business owners never define this clearly.

They sell "a little bit of everything," which means nobody understands what they actually do.

Why This Matters

Let's be blunt.

If your offer is confusing, people won't buy.

If your offer is vague, people won't buy.

If your offer takes too long to explain, people won't buy.

A clear offer is money.

A messy offer is lost money.

This chapter helps you create a core offer that makes customers say, "Oh, I get it. I want that."

Not "Hmm... maybe."

Not "Let me think."

Just "Yes."

Let's Start With a Simple Example

For this chapter, we'll use a cleaning business.

A cleaning business is easy to understand and perfect for this lesson.

Most new cleaning business owners say their offer is: "I do cleaning."

That is not an offer.

That is a category.

If you say "I do cleaning," the customer thinks:

- What kind of cleaning?
- How much does it cost?
- What's included?
- How often do you come?
- Do you do deep cleans, move-in cleans, or basic?
- Do you bring supplies?

If a customer has to ask five questions to understand your offer, you don't have an offer yet.

You have a chore list.

A Real Core Offer Is Specific

✗ Not a real offer:
"I clean houses."

✓ Real offer:
"Weekly Home Reset — a once-a-week cleaning that keeps your home fresh, organized, and stress-free. Includes kitchen, bathrooms, floors, and surfaces."

That version tells the customer:

- What it is (Weekly Home Reset)
- What it does (keeps your home fresh, organized, stress-free)
- What's included (kitchen, bathrooms, floors, surfaces)
- How often (once a week)

Now the customer understands it.

Now it feels like a product, not a random service.

Your Offer Must Be Easy to Explain

If you can't explain your offer in one short sentence, the offer is too complicated.

Here's the rule:

If a 10-year-old can't explain your offer, it's too confusing.

Try explaining your cleaning business like this:

"I help busy families keep their home clean every week without them lifting a finger."

That is clear.

That makes sense.

That is a core offer.

Notice we didn't overload it with details.

Customers don't buy details.

They buy clarity.

The Core Offer Formula

Step 1: What is the outcome?

Example: "A clean home that stays clean."

Step 2: What is the service?

Example: "Weekly Home Reset."

Step 3: What's included?

Example:

- Kitchen wiped and sanitized
- Bathrooms cleaned
- Floors vacuumed and mopped
- Surfaces wiped
- Trash taken out

Step 4: How often?

Example: "Once a week."

Step 5: Why does this matter to the customer?

Example: "You get hours back every week and your home feels peaceful again."

Combine these and you get:

"Weekly Home Reset — a once-a-week, full-house cleaning that keeps your home fresh and peaceful. Kitchen, bathrooms, floors, and surfaces included."

That is a real offer.

Why One Offer Beats Ten Offers

Small business owners make a huge mistake:

They create too many offers too soon.

- Basic Clean
- Standard Clean
- Premium Clean
- Deep Clean
- Move-Out Clean
- Move-In Clean
- Weekly Clean
- Biweekly Clean
- One-Time Clean
- Monthly Clean

That's way too much.

When people are confused, they freeze.

When people freeze, they don't buy.

Start with one core offer.

Master it.

Sell it.

Deliver it consistently.

Common Mistakes When Defining Your Offer

Mistake #1: Being too vague

"I clean houses" = confusion.

Mistake #2: Listing tasks instead of outcomes

"Vacuuming, mopping, dusting" = chores.

"Your home stays clean every week" = value.

Mistake #3: Adding too many options

More choices = more confusion.

Mistake #4: Explaining like a business owner instead of a customer

Customers don't care how you clean.

They care how it helps them.

Mistake #5: Not naming the offer

Names matter.

Names turn chores into products.

"Weekly Home Reset" sounds like a real thing.

"Cleaning service" sounds forgettable.

Why Naming Your Offer Helps You Sell

When something has a name, people treat it like a real product.

Think about these:

- "Netflix Basic Plan"
- "Prime Delivery"
- "UberX"

The name makes it specific.

It makes it feel official.

Your cleaning business should have named offers too.

You don't need 10 names.

Just one strong name that explains:

- What it is
- How it helps
- Why it matters

People remember names.

People buy names.

How the Customer Sees It

Customers don't think about your business all day.
They don't study your service list.
They don't read long explanations.

They ask one thing:
"Is this what I need?"

A clear core offer makes that answer easy.

If your offer is confusing, the customer backs out.
If your offer is clear, the customer leans in.

Your job is to make the "yes" as easy as possible.

Let's Put It All Together (Using Our Example)

Here is the final version of the cleaning example:

Core Offer Name:
Weekly Home Reset

Outcome:
A clean, peaceful home every week with zero effort.

What's Included:
Kitchen, bathrooms, floors, surfaces.

Frequency:
Once a week.

Customer Benefit:
Saves time, reduces stress, keeps the home fresh.

One-Sentence Version:
"I help busy families keep their home clean with a once-a-week reset that covers kitchens, bathrooms, floors, and surfaces."

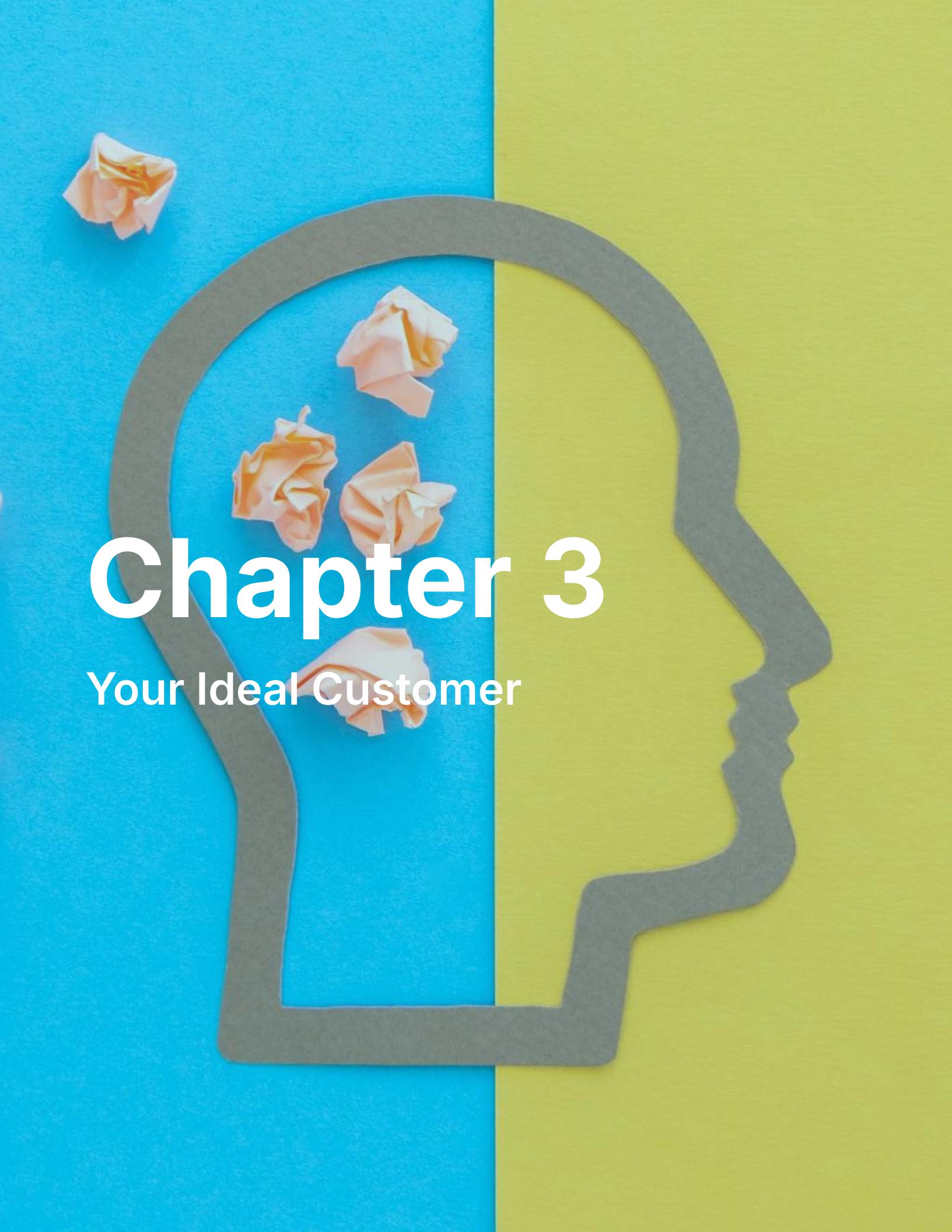
Clear.
Simple.
Buyable.

Quick Recap

- Your core offer must be simple.
- It must be easy for a 10-year-old to explain.
- It must speak to outcomes, not tasks.
- It must have a name.
- You should start with one core offer before adding more.
- A clear offer makes marketing easier and sales faster.

This is the backbone of your entire business.
If your offer is unclear, everything else becomes harder.

You now know how to build an offer that people actually buy.



Chapter 3

Your Ideal Customer

Your Ideal Customer

Who you serve best and how to spot them.

What This Means

Your ideal customer is the person you can help the most with the least friction.

It's the person who loves what you do, pays on time, and tells their friends about you.

This is not "anyone with money."

And it's not "everyone."

Your ideal customer is the easiest person to help.

It's someone whose problem matches your solution... perfectly.

Why This Matters

Here's the truth you need to hear:

When you try to sell to everyone, you end up selling to no one.

Small business owners get scared here.

They think narrowing down their customer means "losing money."

But the opposite is true.

When you know your ideal customer:

- Your marketing gets clearer
- Your product becomes better
- Your sales become easier
- Your customers stay longer
- You stop wasting time on people who don't match

Most business stress comes from working with the wrong people.

This chapter helps you stop that.

Let's Start With a Simple Example

For this chapter, we'll use a fitness coach.

A fitness coach is a great example because most people think the ideal customer is:

"Anyone who wants to get in shape."

No.

That's not an ideal customer.

That is an entire planet.

A fitness coach might try to help:

- Athletes
- Busy moms
- Office workers
- Teenagers
- Seniors
- People who want to lose weight
- People who want to gain muscle
- People who want to run marathons

Those are all different worlds.

When you try to speak to all of them, you speak clearly to none of them.

Your Ideal Customer Has Three Parts

To find your ideal customer, answer three simple questions:

1. Who do you help best?
2. Who is easiest to work with?
3. Who is profitable?

If someone hits all three, they're ideal.

If they hit none, they're a headache.

Back to Our Example: The Fitness Coach

Let's say the fitness coach looks at their past clients.

Here's what they find:

- Athletes got results but argued too much
- Teens didn't pay
- Seniors needed too much attention
- Busy moms followed instructions and got great results
- Office workers were hit or miss

So the coach realizes:

✓ Busy moms are the ideal customer.

Why?

- They're motivated
- They want fast, simple workouts
- They value convenience
- They want to feel confident again
- They follow the plan
- They refer friends
- They can afford recurring sessions

This matters.

Because when the coach picks "busy moms," everything gets clearer.

What Happens When You Pick Your Ideal Customer

Your marketing message snaps into place.

Instead of saying:

"I help people get fit."

You say:

"I help busy moms get strong and confident again with simple 30-minute home workouts."

Your product becomes sharper.

Busy moms don't need 90-minute workouts.

They need short, effective sessions.

Your product changes for the better.

Your sales become easier.

When someone hears, "This is built for moms with no time," she thinks: "That's me."

Your results improve.

When you work with the right people, they succeed faster.

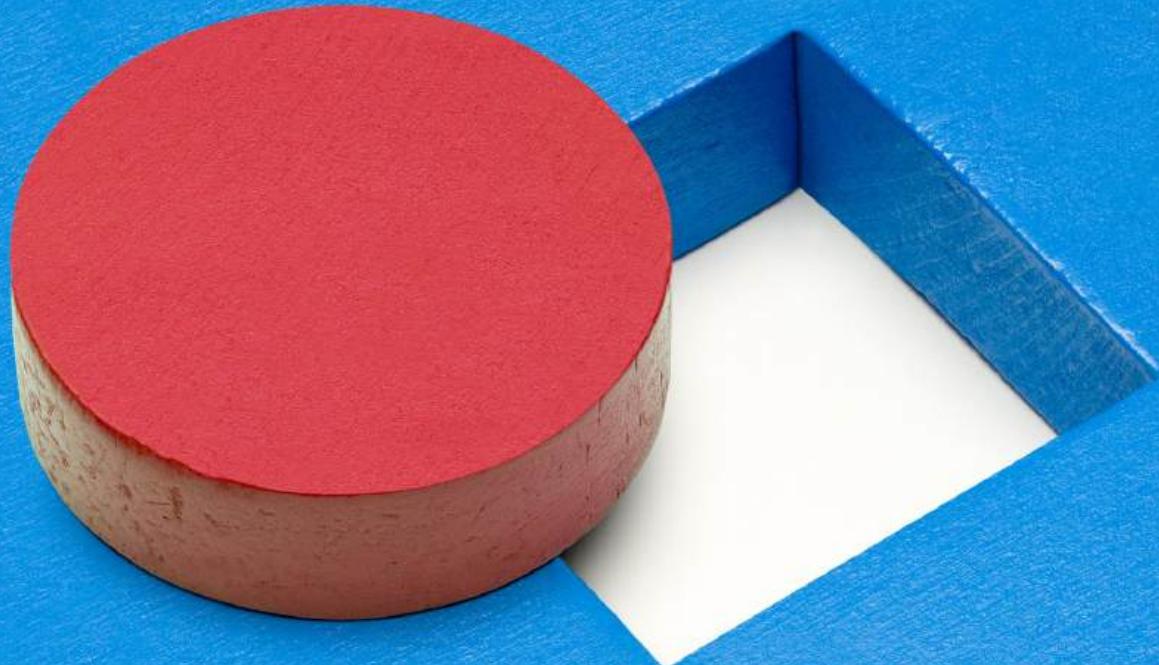
Your stress goes down.

Your customers fit your system instead of fighting it.

What an Ideal Customer Is NOT

- ✗ Not “anyone who wants fitness help” — too broad.
- ✗ Not “anyone with money” — money doesn’t equal fit.
- ✗ Not “whoever shows up first” — that’s desperation, not a plan.
- ✗ Not “someone like me” — you are not the customer.

Your ideal customer is based on who you help best, not who you like the most.



Signs You Picked the Wrong Customer

If your customers are angry, confused, needy, or slow... it's not always their fault.
Sometimes you picked the wrong people.

Wrong customers often:

- Ask for discounts
- Ignore instructions
- Want things you don't offer
- Drain your time
- Make your job harder
- Leave bad reviews
- Quit early

If this happens a lot, your problem is not the customer.
Your problem is that you didn't define your ideal customer.

How to Spot the Right Customer

Here's a simple rule:

Your ideal customer should make your business easier, not harder.

Look for people who:

- Understand the problem they want solved
- Want the outcome you provide
- Fit your process
- Can afford your price
- Respect your time
- Don't need convincing
- Don't create drama

Working with the right people makes your business feel light.

Working with the wrong people makes it feel heavy.

Always choose light.

Let's Put It All Together (Using Our Example)

Ideal Customer:

Busy moms who want to feel strong and confident again with simple, fast home workouts.

Why They're Ideal:

- They follow instructions
- They want short workouts
- They value convenience
- They have a clear emotional goal
- They pay on time
- They refer friends
- They get results

One-Sentence Version:

"I help busy moms get strong and confident again with 30-minute workouts they can do at home."

That is clear.

That is specific.

That is marketable.

Quick Recap

- Your ideal customer is not everyone.
- They are the people you help best with the least resistance.
- Picking the right customer makes marketing easier and sales smoother.
- It also improves your product and makes your business less stressful.
- A clear ideal customer creates clearer messaging and better results.

When you know who you're helping, you know how to help them. This is how your business becomes cleaner, simpler, and easier to grow.



Chapter 4

Market Landscape

Market Landscape

Competitors, alternatives, pricing norms, and where you fit.

What This Means

The market landscape is the world your business lives in.

It includes:

- Who else customers can go to
- What those people charge
- What customers expect
- What "normal" looks like in your industry
- And how your offer compares

This chapter is about seeing the truth of your market — not the fantasy version, not the version in your head, and not the version you wish existed.

It's the real version.

The one your customers see every day.

Why This Matters

You are not building a business in a vacuum.

You are building a business in the middle of other people, other offers, and other options.

If you don't understand that, you will price wrong, position wrong, and compete wrong.

Most small business owners:

- Copy random competitors
- Undercharge
- Don't know their real competition
- Don't understand what makes them different
- Don't know what customers expect to pay
- Don't know what "standard" service looks like

When you don't understand the market, the market punishes you.
When you do understand it, the market becomes predictable.

This chapter helps you get clear on where you stand.

Let's Start With a Simple Example

For this chapter, we'll use a bakery.

A bakery is a great example because the competition is everywhere:

- Grocery stores
- Coffee shops
- Farmer's markets
- Online bakers
- Home bakers
- Custom cake designers

And each one serves customers in different ways.

If you open a bakery and think your only competition is "other bakeries," you will get blindsided.

Your real competition might be Costco.



Understanding Your Competitors

There are three types of competitors:

1. Direct Competitors — These sell almost exactly what you sell. For a bakery: another local bakery, a cupcake shop, a donut shop.
2. Indirect Competitors — These solve the same need in a different way. For a bakery: Starbucks pastries, grocery store cakes, gas station donuts.
3. "Do-It-Yourself" Competitors — These are people making it themselves at home: a mom baking cupcakes, a teenager making cookies, someone buying a boxed cake mix.

Most business owners only look at #1.
But customers look at all three.

Why This Matters for Your Bakery

Imagine you're selling cupcakes for \$5 each.
But Costco sells 12 for \$8.

If you don't understand the market landscape, you'll think:

- "Why aren't people buying my cupcakes?"
- "Is my marketing bad?"
- "Do people not like me?"

No.

The truth is simple:

People don't know why your \$5 cupcake is better.

And that's your fault, not theirs.

When you understand the market landscape, you learn how to position your offer so people see the difference.



What Customers Compare (Even If You Don't)

Customers always compare:

- Price
- Convenience
- Quality
- Speed
- Design
- Brand feel
- Reviews
- Packaging
- Experience

If you're a bakery with \$5 cupcakes, but:

- You have no photos
- You have no story
- Your packaging is plain
- Your product looks normal
- Your storefront looks basic

Then you look like a \$1 grocery cupcake.

And customers will treat you like one.

The market decides your value based on what they see, not what you think.

The Three Questions the Market Asks About You

Every customer asks this silently:

1. What makes you different?
2. Why should I pick you instead of the cheaper option?
3. What do you offer that others don't?

If you can't answer quickly and visibly, you lose. This is why understanding your positioning is essential.

Finding Your Position in the Market

Positioning means: "Where do I sit in this landscape?"

You can be:

- The premium option
- The affordable option
- The simple option
- The fast option
- The custom option
- The healthy option
- The aesthetic option
- The fun option
- The fancy option

But you cannot be all of them.

That leads to confusion. And confusion kills businesses.

For a bakery, strong positioning might be:

- "Custom cakes for celebrations"
- "Premium cupcakes for special events"
- "Daily baked goods for busy families"
- "Healthy, low-sugar treats for people who care"
- "Aesthetic, Instagram-friendly pastries"

Each is clear.

Each has a lane.

Each has a specific customer.

How This Should Change Your Thinking

If your bakery tries to compete with Target, Costco, Walmart... you will lose.

Those places win on:

- Price
- Volume
- Convenience

You win on:

- Quality
- Freshness
- Customization
- Experience
- Aesthetic
- Local feel

You need to build your business around your strengths, not around someone else's strengths.

Why You Must Know Pricing Norms

If everyone in your area charges:

- \$3-\$5 for a cupcake
- \$40-\$150 for a custom cake
- \$18 for a loaf of bread

...and you price way above or way below that, customers will get confused.

Price sends a message.

A \$12 cake says "cheap."

A \$200 cake says "custom."

Know what message you want to send.

If your pricing feels off, customers sense it.

You need to be aware of the range, then choose where you want to sit.

Customer Expectations Already Exist — You Don't Create Them

**You don't get to decide what customers expect.
The market decides that.**

A bakery customer expects:

- Clean packaging
- Clear pricing
- Good photos
- A simple menu
- Attractive presentation
- Consistent quality
- Reviews
- Easy ordering

These expectations come from the market, not from you.

If you ignore them, you look unprofessional.

You must meet the basics before you can stand out.

Let's Put It All Together (Using Our Example)

Market Landscape Summary for the Bakery:

- Direct competitors: 3 local bakeries
- Indirect competitors: 2 grocery stores, 3 coffee shops
- DIY competitors: Home bakers

Pricing Norms:

- Cupcakes: \$3–\$5 each
- Custom cakes: \$40–\$150

Customer Expectations:

- Pictures
- Clean packaging
- Clear menu
- Good presentation
- Easy ordering

Position:

"A premium custom cake and cupcake bakery for celebrations, with beautiful designs and fresh ingredients."

One-Sentence Version:

"I make custom cakes and cupcakes that look amazing and taste fresh, perfect for birthdays and special events."

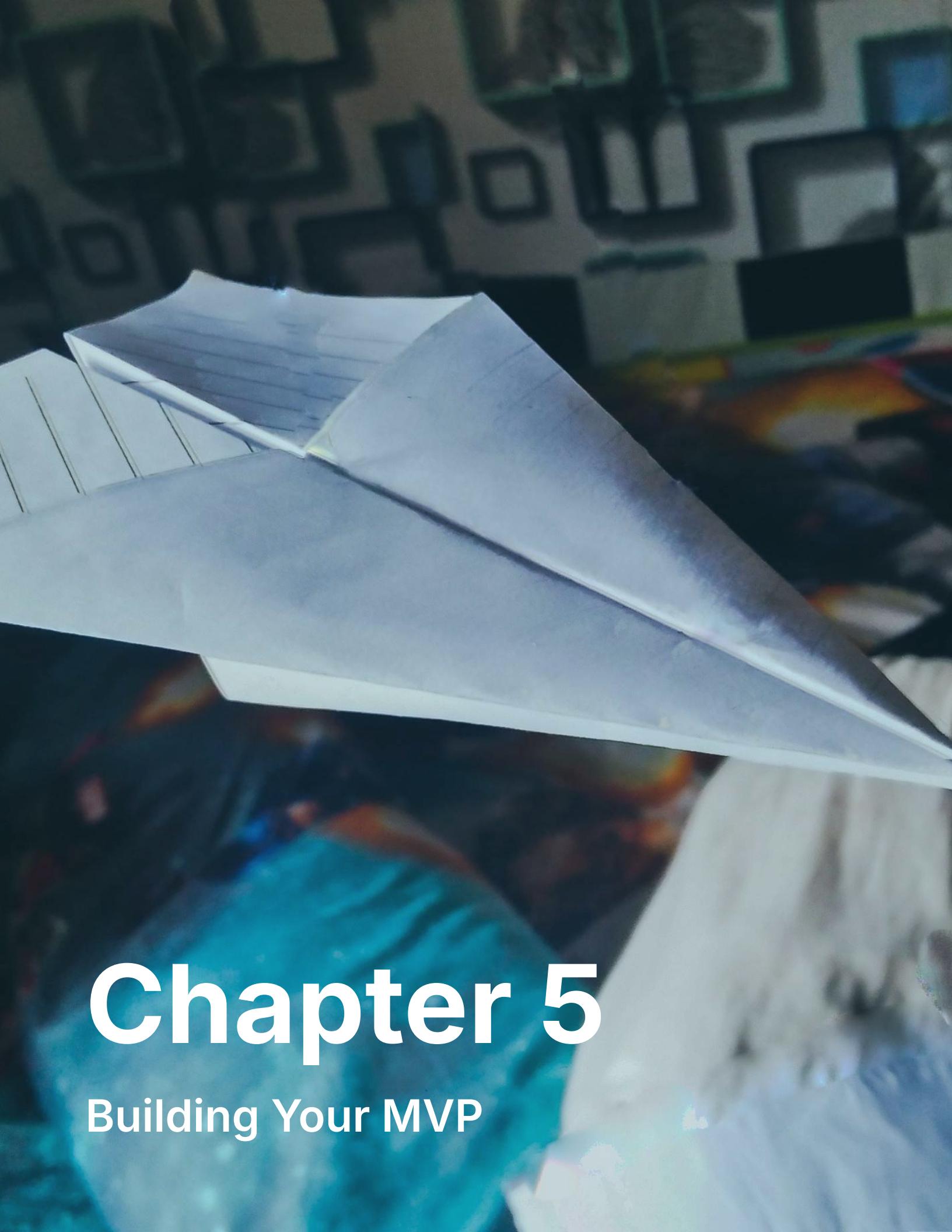
Now the bakery knows where it sits, who it competes with, why its work matters, how to price, and how to communicate. This clarity removes guesswork and prepares you for the next chapter.

Quick Recap

- You must understand your market before you can compete in it.
- Customers compare you to many more things than you think.
- Your positioning must be clear or people won't choose you.
- Price sends a message — make sure it sends the right one.
- You must meet customer expectations before you can stand out.
- When you know your market, selling becomes easier and smarter.

This chapter helps you see the world your business lives in.

The next chapter helps you build the simplest version of your offer inside that world.

The background of the image shows a stack of papers and books on a desk. The papers are white with horizontal lines, likely lined paper. The books have various colorful covers, including one with a blue and orange design. The overall lighting is warm and focused on the foreground text.

Chapter 5

Building Your MVP

Building Your MVP

Creating the simplest version of your offer customers can buy today.

What This Means

MVP stands for Minimum Viable Product.

In simple terms, your MVP is: "The smallest, simplest version of your offer that still solves the customer's problem."

Not the perfect version.

Not the final version.

Not the big dream version you wish you could launch.

Just the version you can deliver right now with what you have.

Entrepreneurs get stuck because they want everything to be perfect before they start. That's a trap.

This chapter is about building something small, simple, and sellable — today.

Why This Matters

If it takes you months to launch, you're already doing it wrong.

Most small business owners overbuild:

- Too many features
- Too many options
- Too many details
- Too much planning
- Too much fear

Your customer does not need perfect.

Your customer needs help.

Your MVP helps you:

- Launch faster
- Learn faster
- Make money sooner
- Improve based on real feedback
- Stop guessing

A great business starts small and grows based on what customers want — not what the owner imagines.

Let's Start With a Simple Example

For this chapter, we'll use a dog-walking business.

Dog walking is a perfect example because new owners always think they need:

- A fancy website
- Branded shirts
- Custom leashes
- A complicated app
- A van with logos
- Dozens of service packages

No.

You don't need any of that to start.

You need:

- Yourself
- A leash
- A safe walking route
- A clear offer
- A customer willing to pay

Everything else can come later.

Your MVP Should Solve the Core Problem — Nothing More

A dog-walking business solves one basic problem:
"My dog needs exercise, and I don't have time."

So an MVP should solve that problem quickly and simply.

 Not MVP:

- "30-minute walks, 60-minute walks, dog training, weekend hikes..."
- "GPS tracking, daily report cards, photo updates, special diets..."
- "Bronze/silver/gold packages..."
- "Monthly memberships with multiple tiers..."

All those things are nice.
None are required on Day 1.

 MVP:

"I walk your dog for 30 minutes every weekday while you're at work."

Clear.
Simple.
Buyable.
Deliverable today.

That's an MVP.

Your MVP Must Be Easy to Explain

If it takes more than one sentence to explain your first version, it's too complicated.

Try this:

"I walk your dog for 30 minutes each day so you don't have to stress about it."

Done.

That's something a customer can say "yes" to on the spot.

What an MVP Is (And Isn't)

An MVP is:

- Simple
- Clear
- Easy to deliver
- Fast to launch
- Focused on the main problem
- Cheap to build
- Easy to test
- Good enough to start

An MVP is not:

- Fancy
- Perfect
- Fully automated
- Highly designed
- Loaded with features
- Expensive to create
- A final version

Your MVP should feel almost too simple.

That's how you know it's right.

Why Most Owners Overbuild

Owners overbuild because:

- They're scared they're not ready
- They want everything to look perfect
- They compare themselves to bigger businesses
- They don't want to look "small"
- They think customers need more than they actually do

But the truth is:

****Customers only care that you solve their problem.****

Not how fancy your business looks.

The dog owner doesn't care about your logo.
They care that their dog comes back tired
and happy.

That's it.

How to Build Your MVP (Dog-Walking Example)

There are four steps:

Step 1: Identify the core problem

For dog walking, the core problem is: "I don't have time to walk my dog."

Step 2: Build the simplest solution

"I will walk your dog for 30 minutes, Monday–Friday."

Step 3: Remove everything extra

Examples to remove:

- No logo yet
- No website required
- No complex packages
- No scheduling software
- No expensive tools
- No fancy gear

You can get your first customer with:

- A free Google form
- A simple text confirmation
- A standard leash
- Basic communication

Step 4: Start with real customers

Talk to real dog owners:

- "Do you need daily walks?"
- "What time works best?"
- "How often do you need help?"

Then deliver the service. Learn. Improve. Repeat.

Your MVP Helps You Learn Faster

Here's what happens once you start walking real dogs:

You learn:

- How long a walk actually takes
- What type of dogs you like or don't like
- What customers ask for
- What customers don't care about
- How much time you spend driving
- How much you can safely charge
- How many clients you can handle
- What problems come up

You can only learn these things by doing the work, not planning it.

Your MVP is the fastest path to the truth.

Why "Good Enough" Is Better Than "Perfect"

Your MVP doesn't need:

- Professional branding
- Custom policies
- A complicated contract
- Automation
- Perfect scripts
- Fancy gear

Those things can come later.

Right now you need:

- Customers
- Cash flow
- Real experience
- Real feedback

Perfect is slow.

Simple is fast.

Fast is money.

Your First Customers Don't Expect Perfection

People who buy the MVP version:

- Know you're new
- Know things are simple
- Know things are basic
- Know this is the starter version

They care more about:

- The problem being solved
- Convenience
- Trust
- Consistency

If you can walk their dog safely and reliably every day, you've won.
Everything else is icing.

Let's Put It All Together (Using Our Example)

Core Problem:

"My dog needs exercise and I don't have time."

MVP Offer:

"I walk your dog for 30 minutes every weekday."

What's Included:

- Leash walk
- Fresh water after
- Quick text update

What's Not Included:

- No app
- No fancy photos
- No custom plans
- No complicated packages

Version 1 Sentence:

"I walk your dog every weekday so you don't have to stress about it."

Easy to sell.

Easy to deliver.

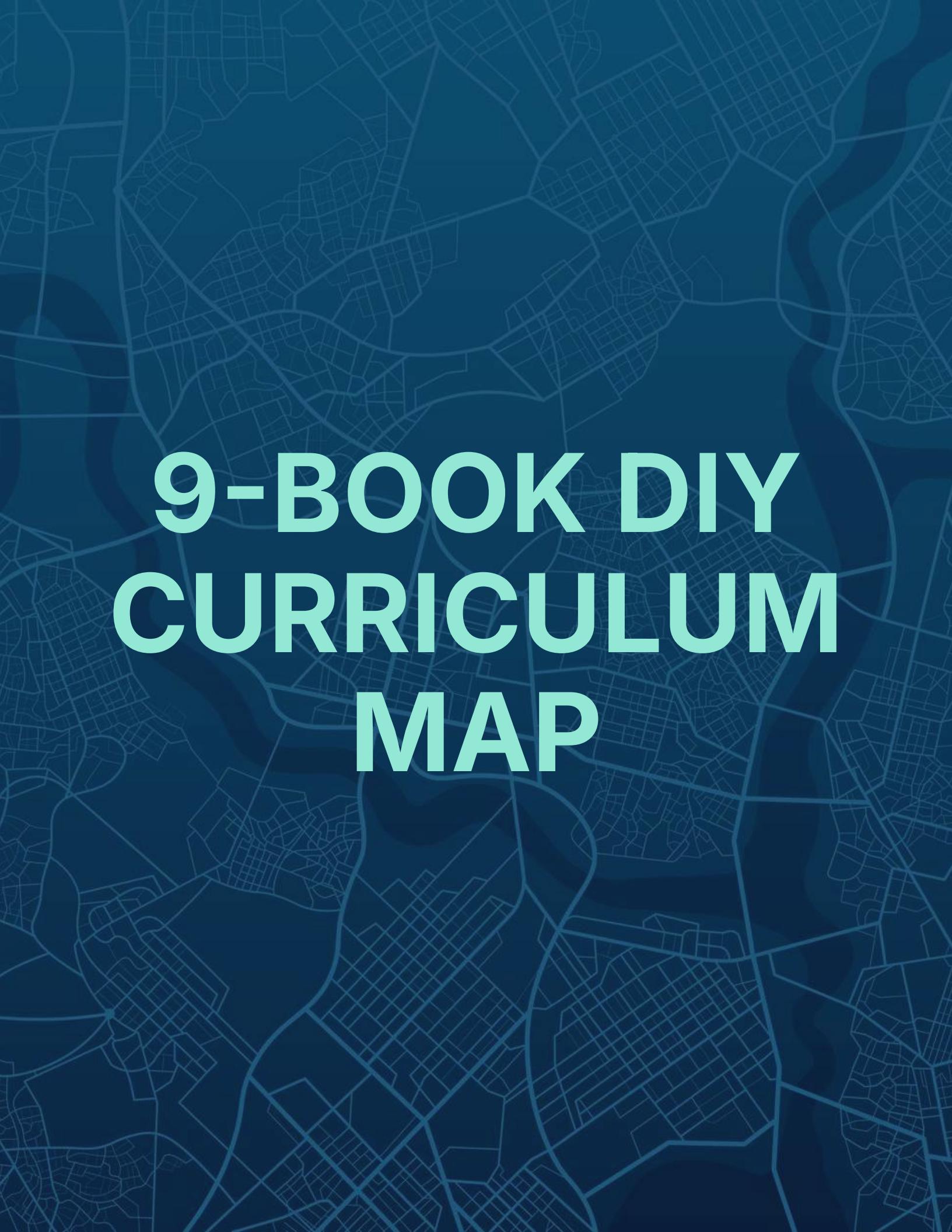
Easy to start.

Quick Recap

- An MVP is the simplest version of your offer.
- It must solve the core problem right away.
- It should feel simple — almost too simple.
- It lets you start learning instead of guessing.
- It helps you get customers sooner.
- You can improve later once you have data.

This is how real businesses launch fast.

Not with plans — with action.



9-BOOK DIY CURRICULUM MAP



PHASE 1 — FOUNDATIONS

What you sell, who you sell it to, and how people find you.

1. PRODUCT (Start Here)

Build something people want → understand problem, customer, offer, landscape, MVP.

Unlocks: Marketing + Sales effectiveness.

2. MARKETING

Now that you know your offer and customer → learn to generate leads.

Unlocks: Sales pipeline consistency.

3. SALES

Once leads are coming in → learn to convert them into revenue.

Unlocks: Customer Success workflows and financial predictability.

Why this phase matters:

You go from "*I have an idea*" → "*I can attract and close paying customers.*"



PHASE 2 — DELIVERY SYSTEMS

How you turn customers into raving fans and repeat buyers.

4. CUSTOMER SUCCESS

Once sales convert customers → you learn to onboard, deliver, and retain.

Unlocks: Recurring revenue + testimonials + operational clarity.

5. OPERATIONS

Now you systematize the entire delivery engine: SOPs, checklists, templates, processes.

Unlocks: Quality control, scalability, and reduced chaos.

Why this phase matters:

You go from "*I can sell*" → "*I can consistently deliver and retain.*"

PHASE 3 — BUSINESS INFRASTRUCTURE

Tools, numbers, and people who make the machine run.

6. TECHNOLOGY

Once operations are forming → you add the tools that support scale (CRM, website, email, payments).

Unlocks: Data visibility, automation, and speed.

7. HUMAN RESOURCES

Once delivery is predictable → you hire and train people to help.

Unlocks: Delegation, team growth, and freeing the founder.

8. FINANCE

Once business grows → you install financial basics (bank accounts, bookkeeping, cash flow, budget, taxes).

Unlocks: Correct pricing, healthy margins, and sustainable growth.

Why this phase matters:

You go from "*I do everything manually*" → "*My business has real systems and support.*"



PHASE 4 — SCALING THE BUSINESS

You become the CEO instead of the operator.

9. GOVERNANCE

Once you have customers, systems, tools, finances, and a team →
you implement the rhythms and standards that keep the business aligned.

Includes:

- Comp plans
- Cultural standards
- Planning rhythms
- Promotions/exits
- Decision-making framework

Unlocks:

- True leadership
- Predictable growth
- A business that runs without you

Why this phase matters:

You go from "*I built a business*" → "*I operate like a CEO.*"