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6. What are you scared of that will happen to them if they don't buy your product?
7. What Problem do they have?
8. What is your solution for that problem?
9. Are you using your own product?
10. Why should someone buy your own product for more money than a similar product for less money?
11. Why should they buy from you and not someone down the street?
12. Why should they choose your company and not some other company?

13. What is your Holy Grail Statement?
I help _____ get to _____ by _____. Iterate on this until people start saying wow. That's exactly what i need.
I help [Niche] get to [Desired Outcome] by [Your Process]

The Holy Grail One Liner - Message Market Fit

