Who Are You Helping?

FREE CUSTOMER RESEARCH WORKSHEET

Start with a problem, not a demographic stereotype

My product or service

The specific problem it solves

When someone notices this problem

What they have already tried

Where they ask questions or seek recommendations

Listen and Learn

FREE CUSTOMER RESEARCH WORKSHEET

Research without spamming

Use public discussions and voluntary conversations; do not collect private details unnecessarily.

Source	Exact question / concern	What I learned

The three most common concerns

How I can help with one of them

Turn Research Into Action

FREE CUSTOMER RESEARCH WORKSHEET

Make your offer easier to understand

My revised offer statement

One educational post that answers a customer question

One appropriate place to share it

How I will measure useful interest

NEXT STEP: Build a repeatable workflow with the Small Business Template Pack.