



# What Problem Do You Really Solve?

**Most business owners can describe *what they do*, but struggle to articulate the **deeper problem they solve**. This diagnostic worksheet will help you move beyond surface-level descriptions to uncover the real transformation you offer your clients.**

# Purpose

## What Most Entrepreneurs Do

They describe their services, their methods, their deliverables. They stay on the surface, talking about tactics and tools.

## What Strong Businesses Do

They articulate the real problem they solve—the emotional, operational, or identity-level pain that keeps the customer stuck.

This worksheet will guide you through a powerful progression: from surface problem to root cause to real transformation. You'll discover what you actually offer isn't just a service—it's a pathway from who your client is now to who they need to become.



# Section 1: Surface Problem

## What They Say

**Answer as your customer would speak, not as you would describe their situation. Use their exact language and phrases.**

**"I need help with..."**

**This is the presenting problem—what they initially say when they reach out to you.**

### **Common Examples**

- **Marketing is not working**
- **My team is not performing**
- **I need more clients**
- **I feel stuck in my business**

-  **Your Task: Write 2–3 versions of this surface problem in the customer's actual language. Don't clean it up or make it more professional—capture their real voice.**

## Section 2: Root Problem

### What's Actually Happening

Now we go one level deeper. The surface problem exists for a reason. Your customer is experiencing a gap in one or more of these fundamental areas that creates the visible struggle they described.

#### Lack of Clarity

They can't see the path forward or  
prioritize what matters

#### Lack of Skills

They don't know how to execute what  
needs doing

#### Lack of Systems

No repeatable processes to create  
consistency

#### Lack of Confidence

Self-doubt prevents decisive action

#### Fear of Failure

Paralyzed by what might go wrong

#### Overwhelm

Too many competing priorities

#### Poor Decision-Making

Inconsistent or reactive choices

#### No Accountability

Nothing holding them to follow-through



**Complete this sentence:** "The real reason this keeps happening is  
-----."

**Be brutally honest. Write 1-2 lines that get to the heart of what's  
actually broken.**

## Section 3: Emotional Cost

### What It's Costing Them

If this problem stays unsolved, what does it actually cost your customer? We need to understand both the tangible business impact and the invisible emotional toll. This is where urgency lives.

#### Business Cost

- Money leaking out
- Time wasted on wrong priorities
- Opportunities missed
- Team trust eroding
- Growth momentum stalling

#### Emotional Cost

- Stress that follows them home
- Self-doubt about their abilities
- Frustration with lack of progress
- Guilt about letting others down
- Fear about the future
- Loneliness of leadership

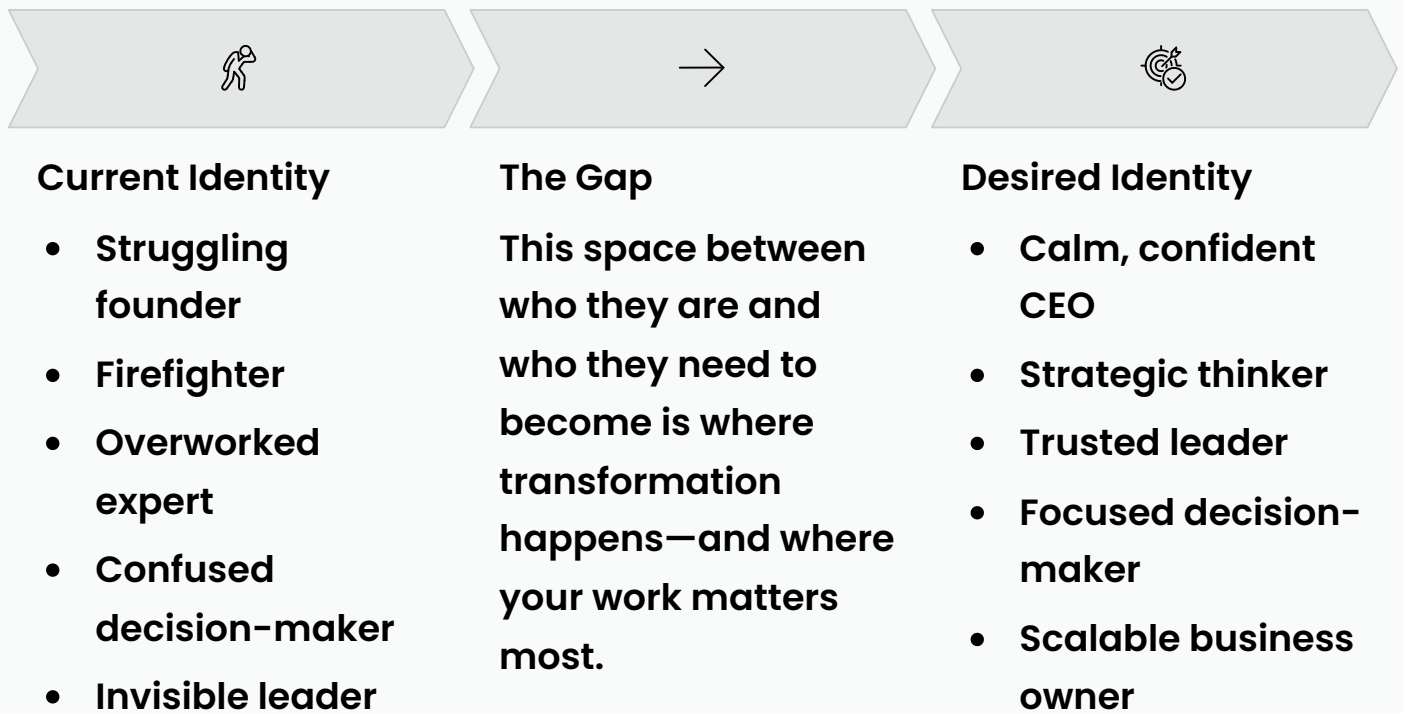
**Complete this sentence:** "This problem makes me feel  
----- when I think about my business."

The word they choose here reveals the true nature of the problem. It's rarely about tactics—it's about how the situation makes them feel about themselves.

# Section 4: Identity Conflict

## Who They Are Becoming

This is where the deepest clarity emerges. Your clients aren't just solving problems—they're trying to become someone different. The gap between their current identity and desired identity is the source of their pain.



 **Write this gap in one sentence:** Describe the distance between "who I am now" and "who I need to become" in your customer's situation.

# Section 5: The Problem You Actually Solve

## Reframe Your Work

Now that you've traced the problem from surface symptom to identity gap, it's time to articulate what you really do. This is not about your methods or deliverables—it's about the transformation you facilitate.

### What You Don't Say

"I help with marketing strategy."

"I provide leadership coaching."

"I offer business consulting."

These describe activities, not transformation.

### What You Really Solve

"I help people who are stuck in \_\_\_\_\_ move into \_\_\_\_\_."

### Use This Structure

I help [WHO] move from [CURRENT PAIN/STATE] to [DESIRED STATE].

- 📝 **Your Task:** Write two versions of this statement. The first can be longer and more detailed. The second should be as simple and clear as possible—something you could say naturally in conversation.

# Section 6: Proof Check

## Reality Test

If this is truly the problem you solve, you should see specific evidence in how clients respond to your work. This isn't about business metrics—it's about transformation indicators.

**Clarity & Confidence**

Clients say "I feel clearer," "I feel calmer," or "I feel more confident"

**Faster Decisions**

Decisions that used to take weeks now happen in days or hours

**Reduced Resistance**

Less hesitation, fewer excuses, more follow-through on commitments

**Improved Energy**

They show up differently—more present, engaged, and purposeful

**Emotional Language**

Clients talk about how they feel, not just what they accomplished

## Your Reflection

☐ **Which of these do your clients mention most? This is your validation.** If clients consistently mention one or two of these indicators, you've identified the real transformation you create.

## Section 7: Micro-Clarity Statement

Keep This

**Your Week 10 Clarity Line:**

"The core problem I solve is

which allows my client to

."

Write it once with all the precision and nuance you've discovered through this worksheet. Then rewrite it again in the simplest possible words—the version you'd use in an actual conversation with a potential client.

# Week 10 Reflection

## Take Two Minutes

You've just completed a deep diagnostic of the real problem you solve. Before moving forward, pause and reflect on what emerged through this process.

**What surprised me while doing this worksheet?**

Often the biggest insights come from unexpected places. What did you discover that you hadn't seen before?

**Where was I over-complicating my offer?**

Most entrepreneurs add complexity as a way to appear more valuable. Where were you making things harder than they needed to be?

**What would change if I spoke only about the real problem from now on?**

Imagine your marketing, your sales conversations, your client onboarding—all focused on this deeper transformation. What shifts?

These reflections aren't just about clarity—they're about commitment. When you truly understand the problem you solve, everything about how you show up in your business changes. Your messaging gets clearer. Your ideal clients recognize themselves in your words. And you stop chasing people who aren't a fit.

# The Truth About Buying Decisions

**People don't buy solutions.**

**They buy relief from a problem they are tired of living with.**

Your job isn't to convince people they need what you offer. Your job is to clearly articulate the problem you solve so well that the right people recognize themselves—and feel relief that someone finally understands what they've been struggling with.

When you can name the real problem, you become the obvious choice. Not because your methods are superior, but because you see what others miss. You understand the gap between who they are and who they need to become. And you know how to help them cross it.

- ❏ **Next Step:** Take your clarity statement from Section 7 and use it as the foundation for how you talk about your work. Test it in conversations. Refine it based on how people respond. The clearer you become about the problem you solve, the easier everything else gets.