

3W1H CLARITY EXERCISE

WHO DO YOU SERVE? (MARKET & SEGMENT)

MARKET:

SEGMENT:

- 1.
- 2.
- 3.
- 4.
- 5.

WHAT DO YOU DO FOR THEM? (PROBLEM YOU SOLVE, TRANSFORMATION YOU GIVE)

WHY DO YOU DO WHAT YOU DO? (I.E. MISSION, IMPACT, PURPOSE)

HOW DO YOU DO WHAT YOU DO? (FOCUS, NICHE, & PROCESS)