



*“We don’t need more customers. We need fans.”  
 Would your customers miss you if you weren’t there?  
 — The through-line for everything today*

### What’s the Problem You Solve or the Transformation You Provide

TEMPLATE	EXAMPLE
We take [who] from [current state] to [desired state].	We take side-hustlers from idea chaos to a launched, real business.
We help [who] [what you do] so they can [why it matters].	We help small business owners organize their space so they can feel in control again.
We help [who] stop [frustration] and start [result].	We help founders stop overthinking and start launching.

*My business exists to solve \_\_\_\_\_ for \_\_\_\_\_.*

- Is the problem big enough that people will pay to solve it?
- Your audience is not “everyone.” Start smaller.
- 1,000 customers who sort of like you < 100 customers who LOVE you.

### The Clock Model

CONSIDERATION	TRANSACTION	SUPPORT
Ads, social, SEO, word of mouth, reviews, website	Checkout experience, store/site design, confirmation emails	Follow-up, loyalty, warranties, service, referrals
Where everyone fights	Where friction lives	Where most go quiet

*Ad Fatigue is real. People pay for streaming to skip ads. Podcasts replaced radio. Ad blockers are everywhere. The best ad your business has ever run might be a customer who can’t stop talking about you.*



## 7 Star Design

*“It’s better to have 100 people who love you than a million who sort of like you.”*

— Paul Graham, to Brian Chesky

### What Chesky actually did (not scalable, completely human):

- Flew SF → New York to meet hosts door to door
- Borrowed a camera and showed up as the photographer when photos were bad
- Carried a bank ledger to hand-write checks on the spot

★★★★★	You showed up. It worked. No disaster. Most businesses aim here.
★★★★★★	You picked them up from the airport.
★★★★★★★	<b>Limousine. Coconut water. Restaurant reservation already made. They email you demanding a 6th star.</b>
★★★★★★★★★	Neil Armstrong picks them up and takes them to space. (Dream big, then dial back.)

*“Design the extreme version first. Then work backward to what’s consistent and yours.”*

Pick ONE touchpoint (first call, delivery, follow-up, invoice, onboarding). Answer all three:

**What does 3-star look like right now?**

**What does 5-star or 7-star look like right now (no budget limit)?**

**What’s one thing you can do this week?**

**Small bets you can make this week:**

- Rewrite your confirmation email so it sounds human
- Call 3 clients after their first purchase just to check in
- Send a handwritten note to your top 5 customers
- Take the sting out of invoicing (“THE DAMAGE” — try it)
- Add one sentence to your voicemail that makes someone smile

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**Build It Better**

*Where are you over-investing? What's your biggest gap? What's your unfair advantage?*

*What is the biggest change you can make that will move the needle for customers and create a 10-Star Experience? Who and What do you need to make it happen?*

