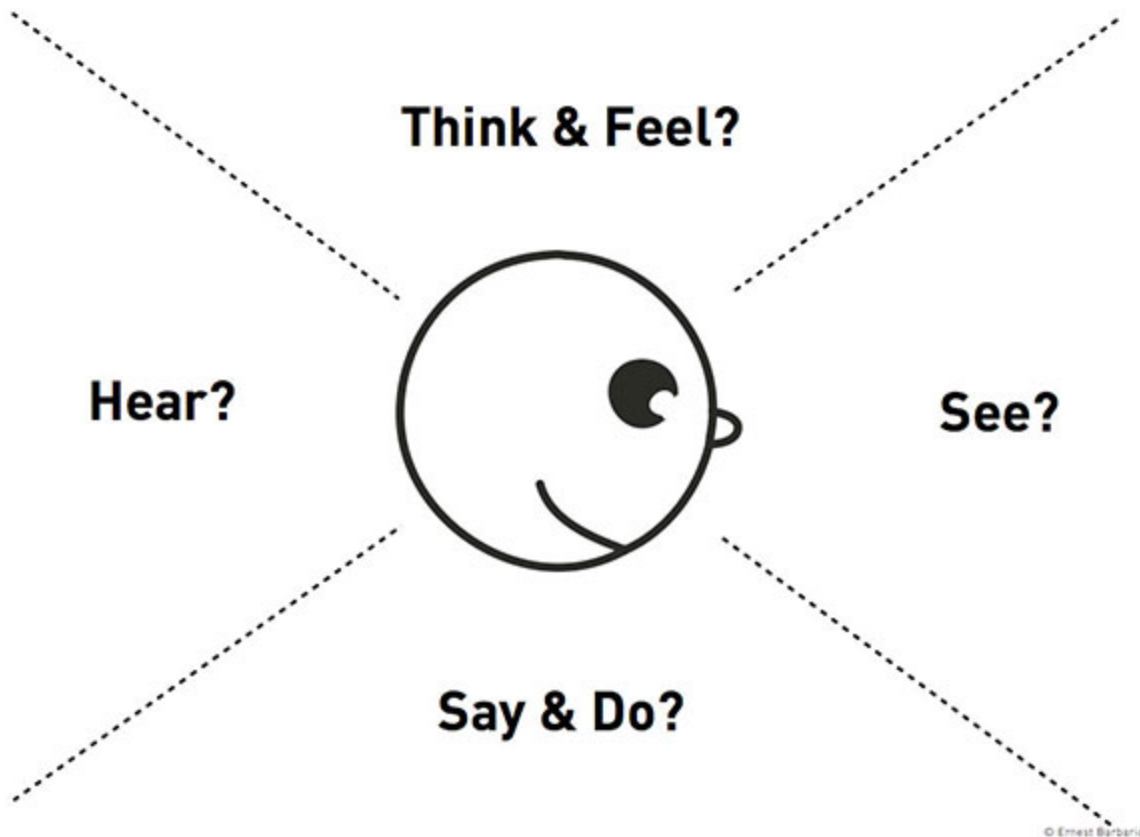


Who is it for?

In the diagram below try to put yourself in your target customers head and fill in as much as you. Imagine them in a world without your service/offering... in their moment of need... that instance when they could really benefit from your offering the most... what do they...



Additional notes: