

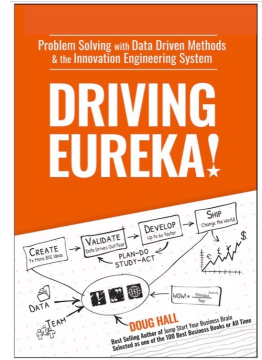
# Session E.1 (Chapter 7) - Customer, Problem, Promise, Proof

**FIRST:** Identify key customers/stakeholders. These can be external customers or internal stakeholders like your boss or another department.

**SECOND:** Identify a PROBLEM they struggle with.

**THIRD:** What is your PROMISE to solve their problem?

**FOURTH:** Explain how you plan to deliver on your promise. What is the PROOF (explanation) for how you can solve their problem?



<b>CUSTOMER</b> I/We Serve	<b>Customer</b> <b>PROBLEM</b>	<b>My / Our</b> <b>PROMISE</b>	<b>PROOF</b> How I/We Deliver On the Promise