



SCALE YOUR SEGMENTS

Problems You'll Solve

- Find your customers faster by focusing on one small segment at a time.

Why? If you focus on multiple segments, or try to solve multiple problems at once, you will end up solving a big group of people's problems poorly, instead of a small group of people's problems extremely well. No one will buy your product.

Instead, you want to focus on one segment, solve their problem **really** well, and then go on to the next segment. Your first segment will be telling your Early Majority how great your product or service is – because you solved their problem so well.

	S	C	A	L	E	
Description	T-Shirt sizing the # of people in this segment	How much of the thing you need, do they have?	If the product was ready, how quickly could you get currency?	How much do you want to serve this group for the next 5 years?	How much data do you have they are "paying" to solve this problem?	
Segments	3 = Large 2 = Medium 1 = Small	3 = A lot 2 = Some 1 = A little	3 = Days 2 = Weeks 1 = Months	3 = A lot 2 = A little 1 = Not at all	3 = A lot 2 = Some 1 = None	Total
						0
						0
						0
						0
						0

Flying Cars: Fun Fantasy, Useless in Reality

Flying cars have existed for decades.

So why are we still sitting in traffic? Why have you never seen one either on the road or at an airport?

Because instead of solving one problem well, flying cars provide mediocre solutions to two problems.

Customer's don't want crappy solutions to multiple problems: they want a great solution to one problem - the problem they're most concerned with at the moment.



Flying cars are simultaneously bad planes, and bad cars. Neat!