

# MY VICTORY DECLARATION

date

1 I want to create a...

product/service you want to build

2 I want to help...

customers you want to serve

**Note:** Print this worksheet double-sided.  
Or staple/tape the two sheets  
back-to-back before filling out.

← 3 Fold here to

## DECLARE VICTORY

**I PROMISE...**

Even if it means  
never building a

**AND**

Even if it means  
never helping

**I WILL**

**DECLARE**  
when I achieve

number

things

(\$/year, employees, customers served, parents  
approving, IPO, acquisition, \$ in the bank, etc.)

& will feel

emotion(s)

**WE WILL  
DECLARE VICTORY**

when we achieve

number

things

# IDEA GENERATION PROCESS

- 1** Crossout “IDEA” above. Replace with “PROBLEM.”  
Ideas come from problems. Problems come from customers. Let’s find your customers.

**2** What segments are you a member of?

**3** What segments did you used to be a member of?

**4** What segments are you passionate about helping?

- 5** I will **DECLARE VICTORY** when I acheive...

\_\_\_\_\_ by helping...  
number things  
(\$/year, employees, customers served, parents approving, IPO, acquisition, \$ in the bank, etc.)

- 6** \_\_\_\_\_ solve their \_\_\_\_\_ problem  
potential segment hypothesized problem
- OR**
- 7** \_\_\_\_\_ solve their \_\_\_\_\_ problem  
potential segment hypothesized problem
- OR**
- 8** \_\_\_\_\_ solve their \_\_\_\_\_ problem.  
potential segment hypothesized problem



# CUSTOMER STORMING & ROLE-IZING

1 **Victory** \_\_\_\_\_ **Problem** \_\_\_\_\_

number

things

hypothesized problem

3 Give yourself 3 minutes to write down as many potential customer segments as you can. Make sure you get at least 10.

4 **Role-izing:** Cross out any segment above whose members wouldn't describe themselves with the words you've chosen.

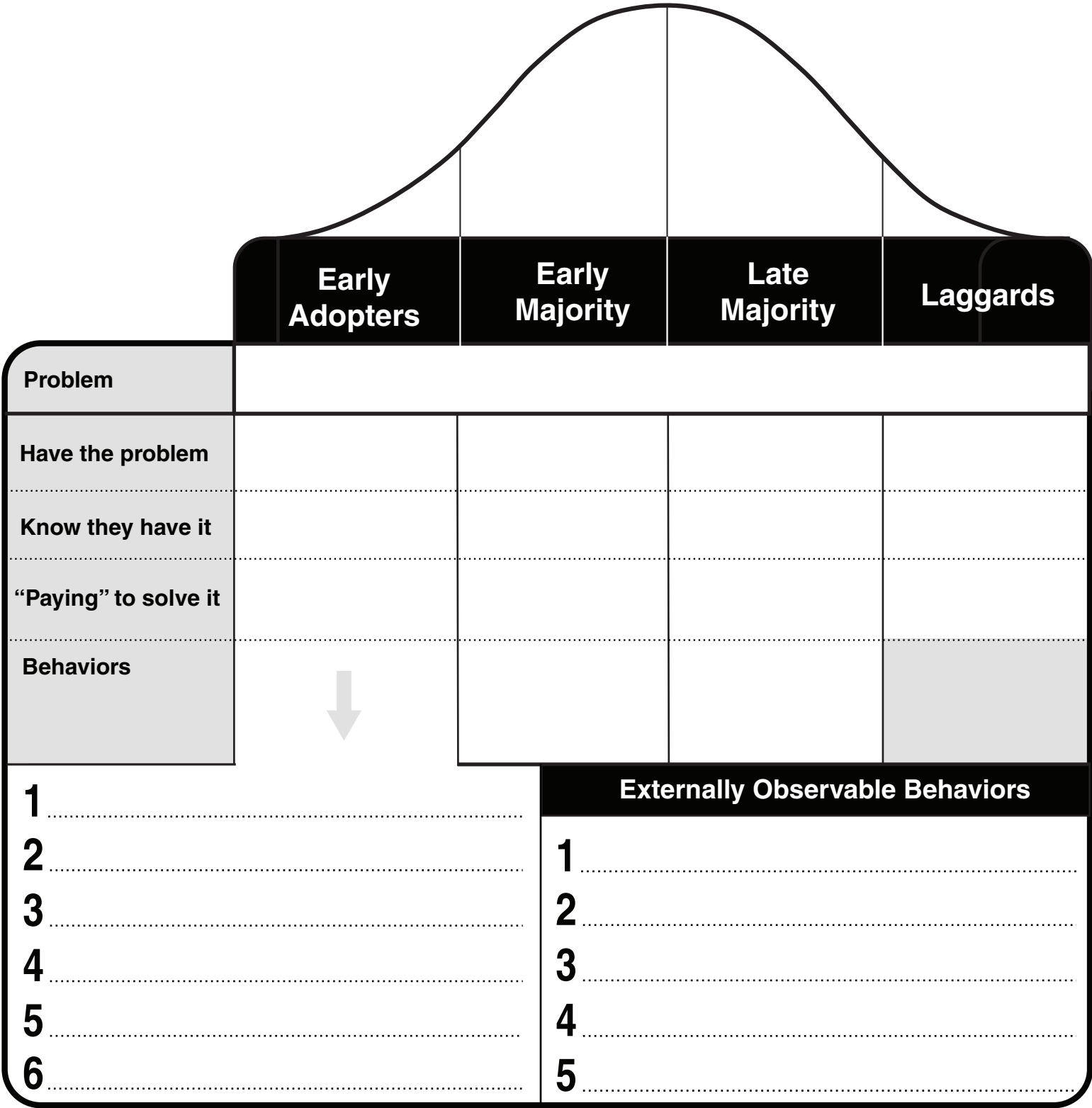
5 Replace the crossed-out segments above with "Roles" they **would** describe themselves as.

6 **Pick 5:** Circle 3-5 "Role-ized Segments" you hypothesize will best help you **Declare Victory**.



# YOUR EARLY ADOPTERS

Segment: \_\_\_\_\_



	Early Adopters	Early Majority	Late Majority	Laggards
Problem				
Have the problem				
Know they have it				
"Paying" to solve it				
Behaviors				
1				
2				
3				
4				
5				
6				

Externally Observable Behaviors	
1	
2	
3	
4	
5	

	Early Adopters	Early Majority	Late Majority	Laggards
Have the problem	✓	✓	✓	✗
Know they have it	✓	✓	✗	✗
“Paying” to solve it	✓	✗	✗	✗
Segment #2				
Problem				
Early Adopter Behaviors	1		Externally Observable Behaviors	
	2		1	
	3		2	
	4		3	
	5		4	
	6		5	
	Segment #3			
Problem				
Early Adopter Behaviors	1		Externally Observable Behaviors	
	2		1	
	3		2	
	4		3	
	5		4	
	6		5	



	Early Adopters	Early Majority	Late Majority	Laggards
Have the problem	✓	✓	✓	✗
Know they have it	✓	✓	✗	✗
“Paying” to solve it	✓	✗	✗	✗
<b>Segment #4</b>				
<b>Problem</b>				
<b>Early Adopter Behaviors</b>			<b>Externally Observable Behaviors</b>	
	1 .....		1 .....	
	2 .....		2 .....	
	3 .....		3 .....	
	4 .....		4 .....	
	5 .....		5 .....	
	6 .....		6 .....	
<b>Segment #5</b>				
<b>Problem</b>				
<b>Early Adopter Behaviors</b>			<b>Externally Observable Behaviors</b>	
	1 .....		1 .....	
	2 .....		2 .....	
	3 .....		3 .....	
	4 .....		4 .....	
	5 .....		5 .....	
	6 .....		6 .....	



# 50 WAYS TO TALK TO 5 PEOPLE

1

Customer

Problem

early adopter description

hypothesized problem

2

List at least 10 “channels” where you’ll find your early adopters:

1

9

2

10

3

11

4

12

5

13

6

14

7

15

8

16

3

Think of at least 5 more ways to use **social media** to find these early adopters:

1

6

2

7

3

8

4

9

5

10

4

Come up with at least 5 more ways to use **forums and groups** to find early adopters:

1

6

2

7

3

8

4

9

5

10

**5** List at least 5 more ways to use **influencers** to find these early adopters:

1	5
2	6
3	7
4	8
	9

**6** Find at least 5 more ways to use **similar services** to find these early adopters:

1	5
2	6
3	7
4	8
	9

**7** List at least 5 more ways to use **meetups/conferences** to find these early adopters:

1	5
2	6
3	7
4	8
	9

**8** Think of at least 5 more ways to use **cold contacts** to find these early adopters:

1	5
2	6
3	7
4	8
	9

**9** Find at least 5 more ways to use **old school ways** to find these early adopters:

1	5
2	6
3	7
4	8
	9

# 5 INTERVIEW TIMELINE

**1 Customer** \_\_\_\_\_ **Problem** \_\_\_\_\_

early adopter description

hypothesized problem

<b>2</b>			
	Primary Interview Channel(s)		
	optional		

	I will _____ interviews by		
	request 30	schedule 10	conduct 5
	optional		

<b>3</b>			
	Backup Interview Channel(s)		
	optional		

	I will _____ interviews by		
	request 30	schedule 10	conduct 5
	optional		



# 7 DAYS TO EASY INTERVIEWS

**1** By \_\_\_\_\_ I will complete 10 inter-sations.  
1 week from today

## Inter-Sation Success Criteria

- ☐ Ask **5 questions**, before answering any.
- ☐ Discover a **problem** your interviewee is **taking action** to solve.
- ☐ Identify **2 emotions** your interviewee is feeling, assoc. with the problem.

## Bonus

- ☐ Ask why 3 times
- ☐ After your conversation, follow-up with a potential solution to the problem.

**2** **Pick a Networking Event** \_\_\_\_\_ on \_\_\_\_\_  
where you can have at least 3 inter-sations      event name      date

Name .....	Name .....	Name .....
Problem .....	Problem .....	Problem .....
Emotions .....	Emotions .....	Emotions .....

**3** **Pick a Social Event** \_\_\_\_\_  
where you can have 3 inter-sations with friends      date

Name .....	Name .....	Name .....
Problem .....	Problem .....	Problem .....
Emotions .....	Emotions .....	Emotions .....

**4** **Pick 3 Family Members**

Name .....	Name .....	Name .....
Problem .....	Problem .....	Problem .....
Emotions .....	Emotions .....	Emotions .....

**5** **Get Interviewed** by another founder      Name .....





# 5 INTERVIEW CHECKPOINT

**1** Customer \_\_\_\_\_ **2** channel \_\_\_\_\_

early adopter description

how you got these interviews

**3**

Interview 1

Interview 2

Interview 3

Interview 4

Interview 5

Name					
Problem 1					
Action					
Problem 2					
Action					
Problem 3					
Action					

**4** Victory \_\_\_\_\_ **5** Next Step \_\_\_\_\_

number

things



# MY EARLY ADOPTERS ARE...

1 \_\_\_\_\_! I have conducted  
early adopter description

2 \_\_\_\_\_ interviews with them and \_\_\_\_\_% are actively  
number > 9 number > 59  
trying to solve their \_\_\_\_\_ problem.  
problem description

3 I will **DECLARE VICTORY** when I achieve \_\_\_\_\_  
number  
\_\_\_\_\_ by helping them solve their problem.  
things

# IF THAT DOESN'T WORK...

I can come back and help:

4 \_\_\_\_\_ solve their \_\_\_\_\_ problem  
potential segment hypothesized problem

**OR**

5 \_\_\_\_\_ solve their \_\_\_\_\_ problem.  
potential segment hypothesized problem