

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	✓	✗	✗	✗
Segment #4				
Problem				
Early Adopter Behaviors			Externally Observable Behaviors	
	1		1	
	2		2	
	3		3	
	4		4	
	5		5	
	6		6	
Segment #5				
Problem				
Early Adopter Behaviors			Externally Observable Behaviors	
	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

Customer _____ **Problem**

early adopter description

Problem

hypothesized problem

<div>  </div>	<div> I will interviews by </div>		
	request 30	schedule 10	conduct 5
<div> Primary Interview Channel(s) </div>			
optional			

<div>3</div> Backup Interview Channel(s)	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

PROBLEM SYNTHESIS

1 Customer Problem

2 Current Solutions

3 Emotions

4 Channels

5 Deficiencies

SOLUTION IDEATION

1 How can we help _____ not feel
customers
_____ when they _____?
emotions problem context

2 List any 5 solutions

- 1
- 2
- 3
- 4
- 5

5 Illegal solutions

- 1
- 2

7 "Money is no Object" solutions

- 1
- 2

8 Any 3 solutions

- 1
- 2
- 3

11 "Next Week" solutions

- 1
- 2

3 Physically impossible solutions

- 1
- 2

4 Any 3 solutions

- 1
- 2
- 3

6 Any 3 solutions

- 1
- 2
- 3

9 "Best & Brightest" solutions

- 1
- 2

10 Any 3 solutions

- 1
- 2
- 3

12 Any 3 solutions

1

2

3

13 "No Money" solutions

1

2

15 "No Software" solutions

1

2

14 Any 3 solutions

1

2

3

16 Any 3 solutions

1

2

3

17 Current solution deficiencies

18 Review your ideas. Draw the most _____ solution:

Logical	Delightful
Inexpensive	Disruptive

19 Solution #1

20 Solution #2

21 Solution #3 (optional)

OFFER DESIGN

1 Channels	Investment			Return	return investment	ROI
	time	money	total	customers		

2 Problem-Centric Messages (PCM)

1

2

3

4

5

3 Calls to Action (CTA)

1 2

3

4 OFFER 1

Channel:

PCM:

.....

CTA:

5 OFFER 2

Channel:

PCM:

.....

CTA:

OFFER EXPERIMENT

1 OFFER

Channel:

PCM:

CTA:

2 TIME BOX

Start:

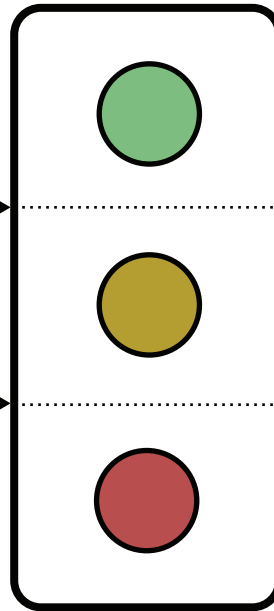
End:

3 SUCCESS METRIC STOPLIGHT

Metric:

Success:

Failure:



Proceed:

Optimize:

Failure Protocol

FAILURE PROTOCOL

4 Reflect

.....
.....

5 Relate

Failure Friend #1:

Failure Friend #2:

6 Re-Declare Victory

I will declare victory when I achieve:

.....
number things

& will feel

7 Re-FOCUS

If this path doesn't lead to victory, I will find one that does.

My next step:

[illegible]

CURRENCY LADDER

Victory Currency

CURRENCY EXPERIMENT

1 CURRENCY

2 TIME BOX

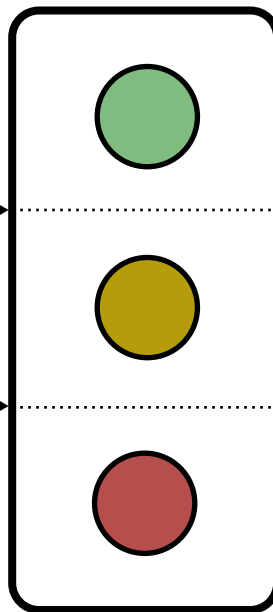
Start: End:

3 SUCCESS METRIC STOPLIGHT

Metric:

Success:

Failure:



Proceed:

Optimize:

Failure Protocol

FAILURE PROTOCOL

4 Reflect

5 Relate

Failure Friend #1:

Failure Friend #2:

6 Re-Declare Victory

I will declare victory when I achieve:

.....
number things

& will feel

7 Re-FOCUS

If this path doesn't lead to victory, I will find one that does.

My next step:

SOLUTION INTERVIEWS

STANDARDIZED SOLUTION CHECKLIST

- 1 CUSTOMER:**
- 2 CHANNEL:**
- 3 INTERVIEW OFFER:**
- 4 SCREEN SHARING SOLUTION:**
- 5 INTERVIEW WARM-UP:**
- 6 “IMAGINE YOU JUST”**
- 7 CURRENCY LADDER:**

CUSTOMIZED SOLUTION CHECKLIST

PROBLEM

PROPOSAL

HOW TO PRESELL ANYTHING

1 WHAT CURRENCY?

2 HOW MUCH?

3 HOW WILL YOU ASK?

4 YOUR ASK

Write or draw your ask

5 HEROIC RECOVERY PLAN

1 - 3 steps that will help your customers solve their problem

SCIENCE OF PRICING

1 CUSTOMER

2 PROBLEM

3 Anchors	Low	High

4 CROSS OUT THE COLUMN

5 CIRCLE 2 MOST COMPARABLE

6 PICK A PRICE BETWEEN THEM:

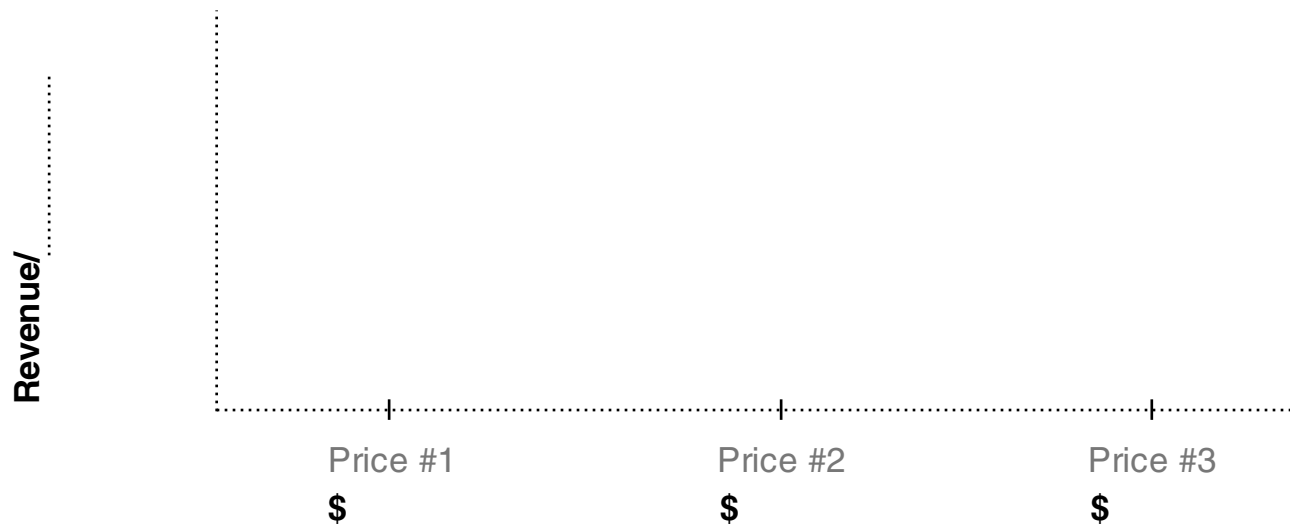
7 DOUBLE #6:

8 DOUBLE #7:

PRICE TESTING

STANDARDIZED PRICING

A/B PRICE TESTING



CUSTOMIZED PRICING

T-SHIRT PRICING

Budget \$

SMALL

75% - \$

Offer:

MEDIUM

100% - \$

Offer:

LARGE

125% - \$

Offer:

LIMIT TESTING

CORE

\$

Offer:

SUPPLEMENT

\$

Offer:

UTILITY TESTING FEATURE LIST

1 PROBLEM

2 CUSTOMER EMOTIONS

Start End

3 POTENTIAL FEATURES	SCORE
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

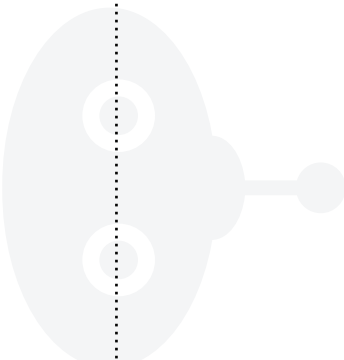

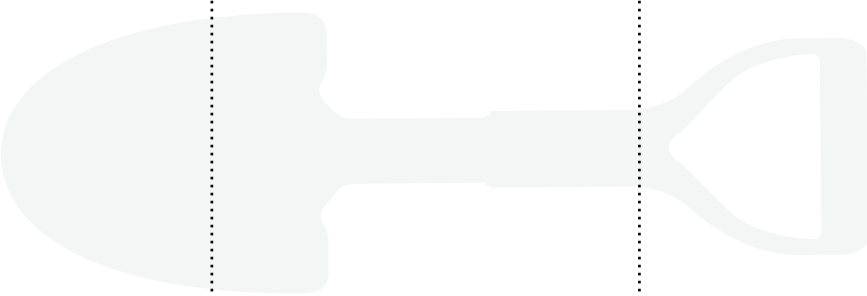
4 UTILITY TESTING VERSIONS

v0.1

v0.2

v0.3

BUILDING YOUR UTILITY TEST

1 Feature	2 Scalable Version	3 Manual Version
v0.1		
v0.2		
v0.3		

YOUR UTILITY TESTING METRIC

Total Lifetime Value (TLV)

1 Period

2 \$/Period

3 # of Periods

4 Churn Rate = $\frac{1}{\text{periods}}$ = %

5 Action Plan:

Viral Coefficient (K)

6 Projected K

7 Referral Timeline

8 Prompt

9 Offer

10 Action Plan:

UTILITY EXPERIMENT

1 PRODUCT

2 TIME BOX

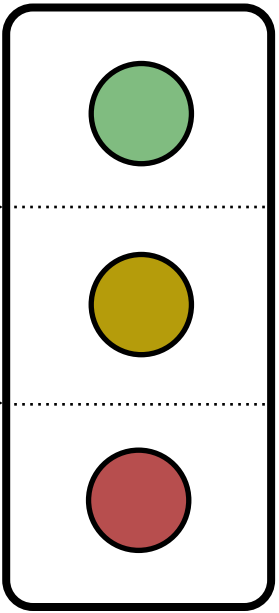
Start: End:

3 SUCCESS METRIC STOPLIGHT

Metric:

Success: →

Failure: →



Proceed:

Optimize:

Failure Protocol

FAILURE PROTOCOL

4 Reflect

5 Relate

Failure Friend #1:

Failure Friend #2:

6 Re-Declare Victory

I will declare victory when I achieve:

.....

number things

& will feel

7 Re-FOCUS

If this path doesn't lead to victory, I will find one that does.

My next step:

INCREASING LIFETIME VALUE

EMOTIONAL DELTA

1 Problem context

2 When/how to measure before?
.....

3 When/how to measure after?
.....

GETTING FEEDBACK

4 What problem are they solving?
.....

5 How much do they care about your problems?
.....

6 When/how will you ask for feedback?
.....

USER EXPERIENCE

7 When/how will you observe their emotional journey?
.....

EXCEEDING EXPECTATIONS

8 When/how will you discover new customers' expectations?
.....

INCREASING VIRAL COEFFICIENT

PROMPTS

1 Intrusive	Accelerating	Copy	EA
<div>→</div>			
2 Overbearing	Intriguing	Copy	EA
<div>→</div>			

OFFERS

invite sharing

3 Celebrate Success	Trigger:	Copy:
4 Asking for Help	Trigger:	Copy:
5 Expertise	Trigger:	Copy:
6 Better Interactions	Trigger:	Copy:
7 Help One Another	Trigger:	Copy:
8 Accountability	Trigger:	Copy:

MAKING FRIENDS WITH DEVS

1 By _____ I will make 9 new friends.
date

Inter-Sation Success Criteria

- ☐ Ask **5 questions**, before answering any.
- ☐ Identify the **project** your new friend is currently working on.
- ☐ Discover a **personal problem** your new friend is trying to solve.

Bonus

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

2 Networking Event #1 _____ on _____
event name date

Name	Name	Name
Project	Project	Project
Problems	Problems	Problems

3 Networking Event #2 _____ on _____
event name date

Name	Name	Name
Project	Project	Project
Problems	Problems	Problems

4 Networking Event #3 _____ on _____
event name date

Name	Name	Name
Project	Project	Project
Problems	Problems	Problems