



Problem Statement Worksheet

Module 7

Define the problem – clearly and concisely state the problem that your product or service will address

Example: Americans struggle with effective weight loss

Describe the facts around the problem – list a handful of facts surrounding the problem – in our example we included four. Remember, we’re focusing on real data and information here.

Example: An estimated 45 million Americans go on a diet each year, and Americans spend \$33 billion each year on weight loss products. Yet, nearly two-thirds of Americans are overweight or obese. Obesity is a chronic disease that requires lifelong treatment and medical care.

Identify the risks of not solving the problem – here you can use a mixture of facts and feelings to make an emotional connection with the potential customer, and you want to bring to their attention what could happen if the problem isn't addressed.

Example: From self-consciousness to physical limitations, many people feel that their size is keeping them from being the person they truly are. People who are overweight are also at higher risk for developing serious health problems, such as heart disease, diabetes, high blood pressure, high cholesterol, stroke, arthritis, and gallbladder disease.

The rewards for solving the problem – talk about the outcome of your solution, the benefits the customer will receive by using your product or service. Don't be afraid to include keywords and phrases as well as pointing out the benefits of YOUR product or service. For example, if you've been on a diet you know there are a ton of ineffective products out there. The example statement differentiates themselves using keywords and phrases in the example below.

*Example: Our Weight Management Program is **dedicated** to management of obesity using **comprehensive, clinically proven** methods that **provide results**. We will **guide and encourage you** as you **learn** how to make **lifelong changes** in **eating behavior, food choices, and activity levels**. We can **help you reach your goals** through **eating plans, behavioral support, and exercise**. It's not easy, but we will **surround you with like-minded people and be with you every step of the way to a happier, healthier life**.*