

PROOF BEFORE PRODUCT

A Clarity Check Before You Build

THE GOAL

Before you build anything, confirm you are solving a real problem for a real person. Talk to three people you want to serve. Listen for patterns. Clarity comes from conversations, not guesses.

SECTION 1

One Real Person

Think of one real person. Not an audience.

Who is this person?

(Name, role, short description)

What situation are they in right now?

(Where are they stuck, stressed, or unsure?)

SECTION 2

Ask These Four Questions

Have a short conversation and write their responses below.

1. What's frustrating you right now?

2. What are you trying to fix or avoid?

3. What have you already tried?

4. If something solved this for you, what would it need to do?

SECTION 3

One Clear Sentence

Use what you heard to describe the problem and outcome in plain language.

I help _____

who are _____

so they can _____ .

SECTION 4

Clarity Check

Read your sentence out loud.

Would a real person:

- Recognize themselves?
- Feel the problem?
- Understand the outcome?

If yes, move forward.

If not, talk to more people and refine.

Next Step: Once you've completed this clarity check, revisit [Video 3](#) and refine your sentence.