

THE ONE-SEAT TEST

A Decision Filter for Audience Clarity

THE GOAL

This worksheet helps you stop guessing and start making decisions through one specific person's experience. Use this space to filter your decisions on pricing, messaging, and tone through a single human story.

When you feel unsure about a business decision, pause. Instead of trying to appeal to everyone, focus on one real person and one real moment. Imagine one chair in the room. Only one person sits there. Every choice you make is for that person.

SECTION 1

Who is in the chair? (The Snapshot)

A strong business or nonprofit starts with a clear picture of the person you serve. Choose one real person who exists. This might be a customer, a donor, or someone you know personally. Think of this as the Snapshot, which includes the external facts of their life.

Example: A 36-year-old who enjoys staying active on weekends and looks for products and services that fit smoothly into a busy but fulfilling life.

Who is the person, and what situation are they in right now?

(Think about their role, their life stage, and where they are physically and mentally when they engage with you.)

SECTION 2

What are they navigating? (The Compass)

This is the internal map that steers their behavior. To understand why they buy or support you, it is important to understand what is driving them internally.

What feels heavy, frustrating, or exhausting to them right now?

(What is the specific problem you see them struggling with?)

What do they value most in this moment?

(Is it time, quality, trust, simplicity, or a specific result?)

SECTION 3

The Decision in Front of Them

Clarity comes from understanding the specific hurdle your person is facing right now.

What decision is this person trying to make? What is at stake for them if they get this wrong?

What would make this decision feel easier?

What would make them hesitate or walk away?

SECTION 4

The Image Anchor

Find an image that reminds you of this person in this moment. This image becomes your reminder that you are speaking to a person, not a market. Focus on finding a visual reminder of the person you are serving.



SECTION 5

The Decision Filter

When you feel stuck, look at the chair and ask: “Does this make the next decision easier for the person in the chair?” If it helps them move forward, keep it. If it adds friction, simplify.

SECTION 6

Closing Note

Clarity does not come from serving everyone. It comes from serving one person well.

Take what you have named here and let it guide your next move. At Mission Meets Market, we believe that builders rise with focus, intention, and courage. Your idea is worthy, your clarity is rising, and your next steps are just beginning.

With intention and momentum,
Team Mission Meets Market