

# The Rule-breakers To Unlock New Value

## 1. Doesn't Have To Do - Action

*"Betty doesn't have to **do** what Joan does"*

Q: What action can we remove?

## 2. Feels More Suited To Her Situation - Who

*"Betty feels this is more tailor-made for someone in her situation than Joan's situation"*

Q: What **niche situation** can we make this more tailored to?

## 3. Doesn't Have To Put Up With - Mechanism

*"Betty doesn't have to put up with what Joan does"*

Q: How can we **improve** the way the result is provided?

## 4. Doesn't Have To Pay - Price Lowering

*"Betty doesn't have to pay what Joan does which means Betty saves money"*

Q: Can we change the business model to **charge less** on the front end?

## 5. Doesn't Have To Experience - Luxury

*"Betty has a better experience than what Joan does because Betty gets to avoid \_\_\_\_\_"*

Q: What **experiences** can we help the customer or client to **avoid**?

## 6. Doesn't Need - Resources

*"Betty doesn't need what Joan does"*

Q: Where can we cut the **resources needed** for a successful result?

## 7. Doesn't Have To Wait For - Accelerate

*"Betty doesn't have to wait for \_\_\_\_ like Joan does"*

Q: How can we **speed** up the service or product result?

## 8. Doesn't Have To Pay Extra For - Unnecessary

*"Betty doesn't have to pay more than necessary like Joan does"*

Q: Where can we **cut unnecessary costs** to deliver the product or service?

### **9. Doesn't Have To Miss Out On - Addition**

*"Betty doesn't have to miss out on \_\_\_\_\_ like Joan does"*

Q: What can we **add** in to make this more unique?

### **10. Doesn't Have To Go Down D.Ends - Specialist**

*"Betty doesn't have to waste time like Joan does"*

Q: Can we focus on **specialising** in a specific part of the service or product?

### **11. Doesn't Have To Feel - Identity**

*"Betty doesn't have to feel like Joan does"*

Q: Can we improve the way a specific **psychographic** see's themselves via the purchase?