ACTION KIT

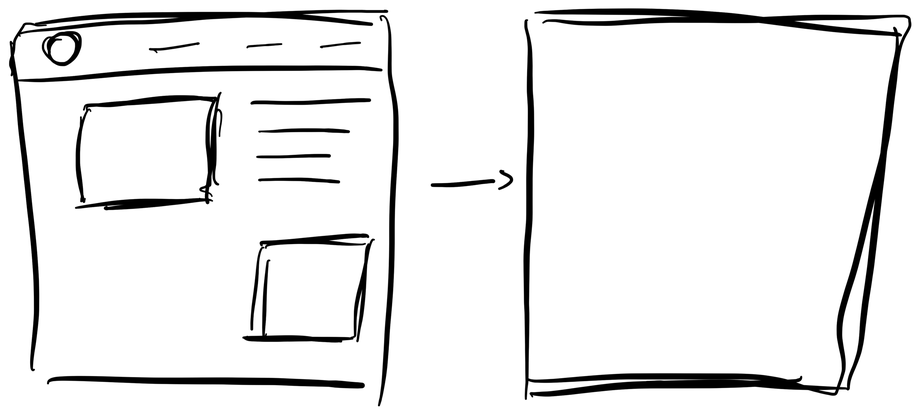
ONE HOUR TO STFO

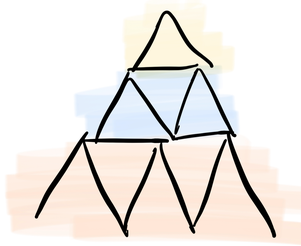
PROBLEMS

- No time
- Under pressure
- the FEAR

WRONG SOLUTIONS

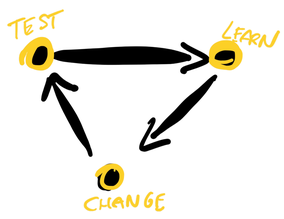
- Staying quiet like a little
- Spending 6 months doing "research"
- Following best practices / flavour-of-the-month





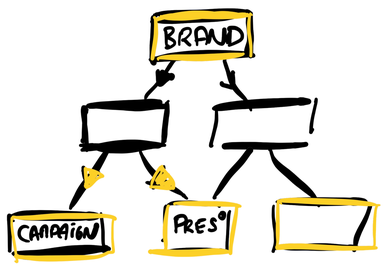
WHAT TO DO INSTEAD

- Get a large amount of insights FAST
- Execute VIOLENTLY.
- Make tough choices.



ACTION PLAN

1. Super precise focus ← Direct control / Emotion ⊖ / Scope ⊖

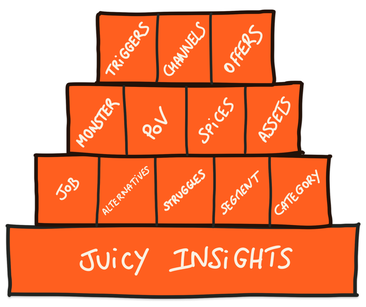


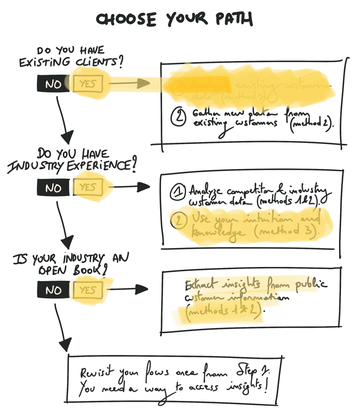
2. Existing data
3. 3 sources ●●●

- ~~Statistical significance~~

Table 2.1. The Six Types of Insights and Their Definition (Featuring LatinUs Beauty)

Insights	Definition	For LatinUs Beauty
1. Job	A specific goal people want to achieve	Control the frizz.
2. Alternatives	The different paths or solutions available to them, each with its own set of advantages and disadvantages	• Straightening their hair in a salon frequently • A two-hour hair care routine with rollers and blow dry • Trying all the shampoos from the supermarket
3. Struggle	The obstacles and challenges that prevent them from making progress	"When I go outside, I look like a witch!" In other words, the warm, humid weather makes their long, frizzy hair go out of control.
4. Segment	The group of people with similar **struggle(s)** that we can serve in a way that gives us a distinct advantage against **alternatives**	Latinas with long, frizzy hair living in humid weather (mainly Florida and California)
5. Category	The group of things that solve similar **struggle(s)** in a similar way	Organic shampoo
6. Trigger	An event or a series of events that compel people to act	These customers had a big public event coming, like a birthday or a night out with the girls





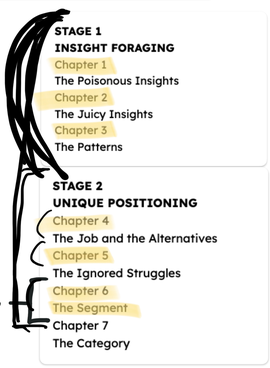
STAGE 1
INSIGHT FORAGING
Chapter 1
The Poisonous Insights
Chapter 2
The Juicy Insights
Chapter 3
The Patterns

STAGE 2
UNIQUE POSITIONING
Chapter 4
The Job and the Alternatives
Chapter 5
The Ignored Struggles
Chapter 6
The Segment
Chapter 7
The Category

STAGE 3
DISTINCTIVE BRAND
Chapter 8
The Monster
Chapter 9
The Point of View
Chapter 10
The Spices
Chapter 11
The Assets

STAGE 4
CONTINUOUS REACH
Chapter 12
The Triggers
Chapter 13
The Channels
Chapter 14
The Offers

- If ...
  - who to focus on?



STAGE 1
INSIGHT FORAGING
Chapter 1
The Poisonous Insights
Chapter 2
The Juicy Insights
Chapter 3
The Patterns

STAGE 2
UNIQUE POSITIONING
Chapter 4
The Job and the Alternatives
Chapter 5
The Ignored Struggles
Chapter 6
The Segment
Chapter 7
The Category

  - where/how to win when growth has stalled?

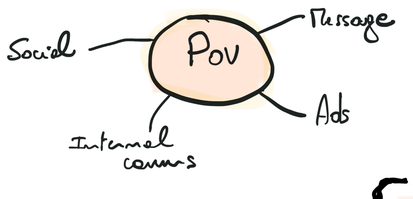
UNIQUE POSITIONING STATEMENT

Unlike **alternative(s)**, [*area of focus*] is the only **category** to solve **ignored struggle(s)** and get **job** done for **segment**.

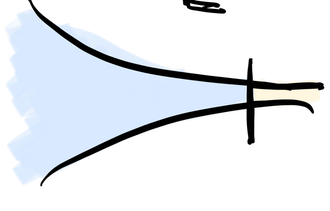
  - What sets you apart?
    - ↳ Find the little things people notice.

STAGE 3
DISTINCTIVE BRAND
Chapter 8
The Monster
Chapter 9
The Point of View
Chapter 10
The Spices
Chapter 11
The Assets

  - What to say in a coherent way?
    - ↳ Develop a PoV.



STAGE 3
DISTINCTIVE BRAND
Chapter 8
The Monster
Chapter 9
The Point of View
Chapter 10
The Spices
Chapter 11
The Assets

  - How to get better leads?

STAGE 4
CONTINUOUS REACH
Chapter 12
The Triggers
Chapter 13
The Channels
Chapter 14
The Offers