

# STFO GLOSSARY

Term	Definition
<b>Insight</b>	A specific piece of information gleaned directly or indirectly from customers, which gives a nuanced understanding of why customers do what they do.
<b>Poisonous insight</b>	An insight that appears insightful on the surface but leads to harmful consequences, like spending years building something people don't really want.
<b>Job</b>	A specific goal that someone is trying to achieve. It's not about your product or service, but rather the underlying need driving your customers to make progress.
<b>Alternatives</b>	The different paths or solutions available to the segment to reach their goal.
<b>Struggles</b>	The obstacles and challenges that prevent the segment from making progress.
<b>Irrational Struggles</b>	A subset of struggles that are emotional and often subconscious, like craving approval, seeking control, or avoiding overwhelm.
<b>Ignored Struggles</b>	A subset of struggles that alternatives are not solving well—if at all.



<b>Term</b>	<b>Definition</b>
<b>Segment</b>	A group of people with similar ignored struggle(s) that can be served in a way that gives an advantage against alternatives.
<b>Trigger</b>	An event or a series of events that compel people to act.
<b>Category</b>	The group of things that solve similar struggle(s) in a similar way.
<b>Monster</b>	A semi-fictional enemy that represents some of the struggles the segment is facing.
<b>Point of view (POV)</b>	A set of consistent messages to show you're against the things that harm your audience.
<b>Spices</b>	The actions that bring your POVs to life in a way a segment will notice.
<b>Assets</b>	The distinctive bits and bobs that make a brand unique—could be a color, shape, sound, word, even a mascot.
<b>Channels</b>	A means of meeting potential customers in the context where they experience their triggers, compare alternatives, and can easily find/buy the category.
<b>Offer</b>	A clear, concise proposition that states how you will help them overcome their struggles and get the job done.

