

Problem-solution fit

Choose one problem
Build the 6-line summary
Numbers on lines 3 & 6

First, choose the single most severe problem you can credibly solve. Then compress your positioning into six lines. When they read as one coherent story, you have the spine of your positioning.

A · CHOOSE THE MOST SEVERE PROBLEM

CANDIDATE PROBLEM A real pain from the canvas.	CANDIDATE PROBLEM A real pain from the canvas.	● MOST SEVERE — CHOSEN Most painful & you can genuinely fix it.
CANDIDATE PROBLEM A real pain from the canvas.		

B · THE PROBLEM-SOLUTION SUMMARY

1 · WHO WE SERVE	Your narrow, best-fit customer segment (from Part 1).
2 · THEIR #1 PROBLEM	The top pain, in their own words.
3 · COST OF STATUS QUO	What it costs them today if unsolved: time, money, risk.
4 · OUR SOLUTION	One line: how you fix it and why it works.
5 · SO THEY CAN STOP	The painful behaviour or feeling they get to drop.
6 · AND ACHIEVE	The measurable outcome: X to Y within a timeframe T.