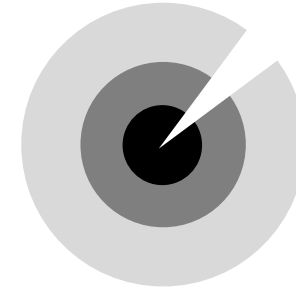




3



Business Accelerator

Innovation @ Speed

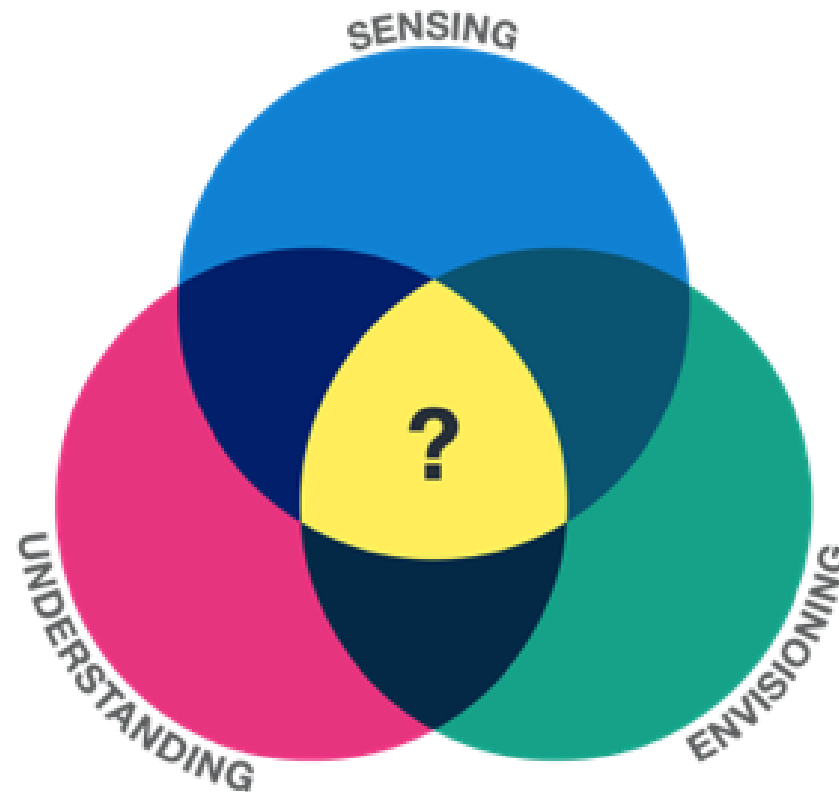
**CUSTOMERS &
COMPETITION**



Applied Design Thinking

- Insights
- Key problems & opportunities

- Your Idea
- You
- Customer
 - Empathy
 - PDF, Needs and Wants
 - Persona story
- Competition
 - Who, what, how
 - Business Models
 - Differentiation

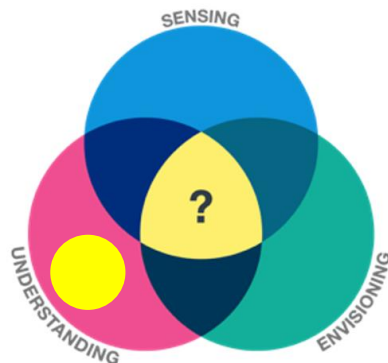


- Opportunity Landscape
- Future state
- Revenue equations
- Strategic choices





Understand: Customers and Competition



- **Customers**

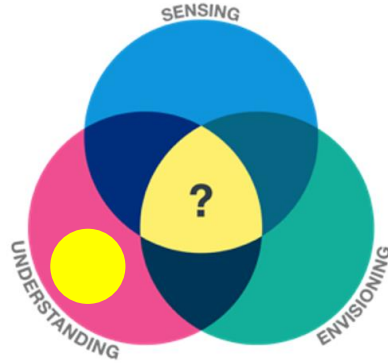
- Pain, Frustrations, Needs and Wants
- Empathy: They are saying, hearing, thinking, and feeling
- Persona story
- Who are 15 different types of hypnotherapy customers?
 - Who needs / can benefit from hypnotherapy?
 - Why do people seek hypnotherapy?

- **Competition**

- Who are the service providers?
 - Best hypnotherapy services in the USA
 - Who are the hypnotherapy experts?
- What services do they provide?
 - How can hypnotherapy help?
 - How does hypnotherapy work?
- How are they different?
- What is their Business Model?
- How much money do hypnotherapy coaches make?



Understand: Customers and Competition



- **Customers**

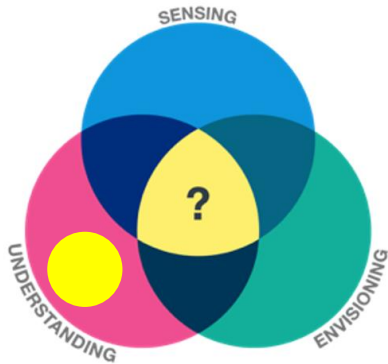
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Understand: Customers and Competition



ASK-OBSERVE-ENGAGE

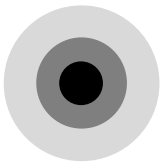
ASK: (customers you have access to)

1. Why did you engage in hypnotherapy?
2. What worked well?
3. What didn't work well OR what could have been improved?
4. What else would you expect from your hypnotherapy/ist?
5. For you to recommend hypnotherapy to your friends and family what must happen?
6. .
7. .
8. .

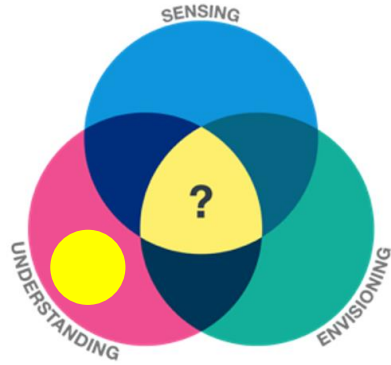
ASK-OBSERVE-ENGAGE

ASK: (competition you have access to)

1. On scale of 1-10 how successful is your practice?
2. Why? Why not?
3. What are some of your successes? What are your success factors / how do you measure your success?
4. What you need to do to become more successful (say to move from 6 to 9?)
5. Who are other successful hypnotherapists that you are aware of?
6. What makes them successful - from your perspective?
7. Could you introduce me to some of them?
8. .
9. .



Understand: Customers and Competition



- **Customer Pain Points**

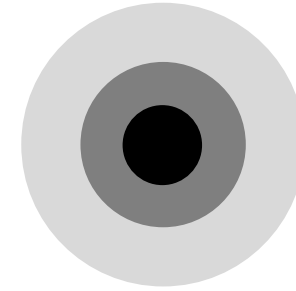
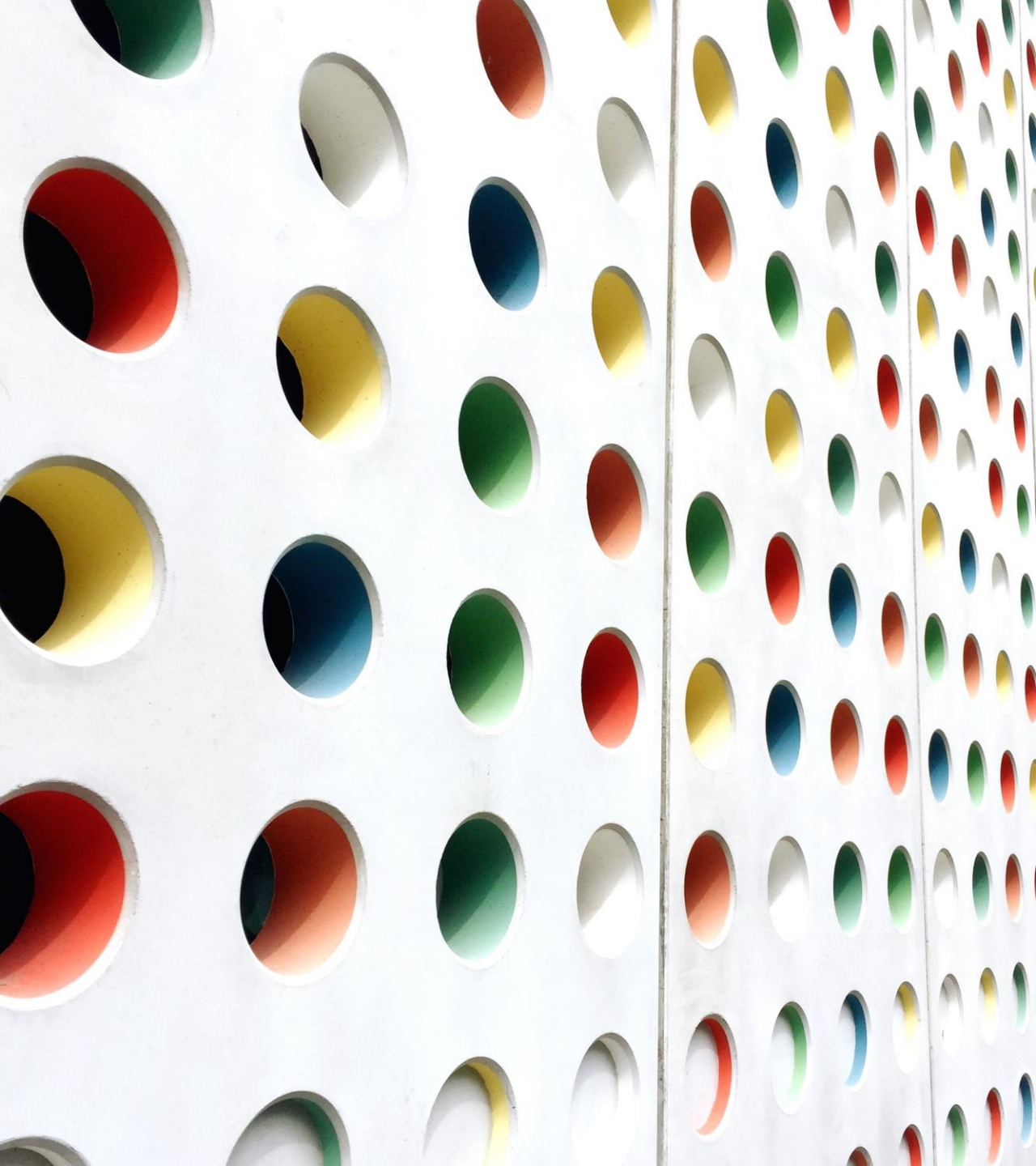
- 1.
- 2.
- 3.
- 4.
- 5.

- **Customer Needs & Wants**

- 1.
- 2.
- 3.
- 4.
- 5.

- **Competition**

- Business names
- Business tag lines
- Sales and marketing messages
- About
- Business Models



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