

# THE POWER PLAY OF THE WEEK

Shareable action-oriented ideas to help grow your business  
and your leadership team.

## THE PLAY OF THE WEEK

The truth is, most businesses think they know their customers, but when pressed for specifics, they struggle to articulate exactly who they serve and what problems they solve.

This disconnect costs you opportunities, referrals, and growth. When you can clearly answer these questions, everything changes - your marketing becomes more effective, your team gets aligned, and your customers feel truly understood.

The goal isn't just to know your customers - it's to serve them so well that they can't imagine working with anyone else.

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## GET ON THE ICE

Here are five questions to transform how you serve your clients:

1. **Who is your client?** Be very specific. The answer is not "everybody." Define exactly who you serve best and why they choose you over competitors.
  2. **What does their day-to-day look like?** What are they doing right now while you're reading this? Understanding their daily reality helps you serve them better.
  3. **What are they struggling with?** What are their biggest challenges and pain points? Get specific about what keeps them up at night.
  4. **What problem do you solve for them?** This is probably not what you think. Go deeper than your product or service to the real transformation you provide.
  5. **How is their life better after working with you?** What specific improvements do they experience? This is your true value proposition.
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## QUOTE OF THE WEEK

*"The purpose of business is to create and keep a customer."*

— Peter Drucker