

Problem Statement Template

Define the exact problem your product will solve in one clear sentence.

Why This Matters

A weak product idea starts with a vague problem. A strong product starts with a problem so specific your audience instantly recognizes themselves in it. Your problem statement will guide your entire product creation process, from the features you include to the way you market and sell it.

Think of this statement as your **compass**. If it's unclear, you'll wander in circles. If it's sharp, you'll know exactly where to go.

Step 1: Define Your Audience

Be as specific as possible. Avoid broad groups like “everyone who wants to make money” or “anyone trying to get healthy.” Instead, name the exact group you're serving.

Prompts:

- Who are they? (new creators, busy moms, retired professionals, etc.)
- What role or stage are they in? (just starting out, struggling with, already succeeding but stuck at...)
- What do they care about most right now?

Workspace:

- Audience Description: _____
- Narrower Segment (if possible): _____

Example:

- Too broad: “I help entrepreneurs.”
 - Stronger: “I help new online coaches who are struggling to land their first client.”
-

Step 2: Identify the Core Problem

What's the one challenge your audience loses sleep over? A problem statement is not a wish list—it's about the **biggest roadblock** keeping them from moving forward.

Prompts:

- What are they frustrated by?
- What have they already tried that hasn't worked?
- What do they say to themselves in moments of frustration?

Workspace:

- Biggest Challenge: _____
- Why Current Solutions Aren't Working: _____

Example:

- Weak: "I help creators grow their business."
 - Stronger: "I help creators who are overwhelmed by tech set up their first sales funnel."
-

Step 3: Define the Desired Outcome

Now clarify what your audience wants most. This should be tangible and motivating—not vague or generic.

Prompts:

- What does success look like for them?
- How will their life or business be different when this problem is solved?
- What do they hope to feel (relief, clarity, confidence, freedom)?

Workspace:

- Desired Outcome: _____
- Emotional Benefit: _____

Example:

- Weak: "So they can feel better."
 - Stronger: "So they can start selling online with confidence and earn their first \$500."
-

Step 4: Put It All Together

Now combine your answers into a single clear sentence. Use this formula:

I help [audience] solve [problem] so they can [desired outcome].

Workspace:

- Final Draft: _____
- Refined Draft (after review): _____

Examples:

- “I help new creators set up their first sales funnel without tech overwhelm so they can start earning online.”
 - “I help busy professionals simplify meal prep so they can eat healthy without spending hours in the kitchen.”
-

Step 5: Review and Refine

Ask yourself:

- Is this statement short enough to say out loud in one breath?
- Would my audience immediately recognize themselves in it?
- Does it highlight a real problem and a clear outcome?

If not, refine it until it feels sharp, simple, and compelling.

Workspace:

Notes for Improvement: _____

✓ By the time you finish this worksheet, you'll have a problem statement strong enough to guide your product creation, marketing, and sales messaging.