

Solutions

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Solutions Key takeaways

- Turn every perceived problem into a concrete solution set; solve every one to eliminate ways for clients to fail.
- Ensure fulfillment/delivery actually solves the problems you claim to solve — marketing must match delivery.
- Packaging the solution sets into a delivery system is the next step (part two) and reduces friction.
- Use proof/track record to decrease perceived risk and increase likelihood of achievement.

Checklist

1. Convert each perceived problem into a solution set
 - For every listed problem, design a specific action, feature, or support that removes that barrier.
 - Why: Directly solving each perceived problem removes failure pathways and increases the client's chance of success.
2. Align fulfillment/delivery to the promises
 - Audit your current delivery to ensure each promised solution is actually provided and operationalized.
 - Why: Offers that promise solutions but fail in delivery will not convert or retain customers.
3. Package solution sets into a clear delivery system
 - Organize the solutions into a repeatable program/process (what to do, when, and how).
 - Why: Packaging reduces friction, clarifies implementation, and improves likelihood of achievement.
4. Provide proof or track record to lower perceived risk
 - Add evidence like past results or repeated success (e.g., "we've done this 4–5 times").
 - Why: Demonstrable experience lowers the prospect's fear and increases trust in your ability to deliver.
5. Design fixes for external factors
 - Create service-specific mechanisms that neutralize external obstacles (e.g., meal-prep services, family-friendly plans, operational supports).

- Why: External factors are common failure points; fixing them materially raises success rates.

Examples:

- Weight-loss solutions: grocery-shopping service, prepped meals, cook-and-prep guidance, family-friendly recipes, dining-out strategies, cleaning/cleanup solutions.
- Business example: a packaged growth pathway for \$3–10M companies to reach \$30M+ with a proven 3–5 year roadmap and track record.

Notes:

- After converting problems to solution sets, the next required step is packaging those sets into a delivery system to ensure implementation and fulfillment.