

Find Your Best Growth Wedge

PLAYBOOK 1 / STRATEGY

Choose the market, buyer, urgent problem, and offer worth pursuing first.

ONE-PAGE CHECKLIST

- 01 Name one narrow company segment and geography.
- 02 Identify the buyer who owns the problem and decision.
- 03 Record one observable trigger that makes the problem urgent.
- 04 Write the cost of waiting in operational terms.
- 05 Define one bounded offer and one clear next step.
- 06 Capture evidence that supports and challenges the wedge.
- 07 Turn the decision into a one-page campaign brief.