The Outcome Finder

Your customers don't want a category. They want an outcome.

Use this page with your leadership team to move your message from what you sell to why it matters. Work through each step in order, then test your answers with real customers.

STEP 1 — What does our product or service functionally do? *The category baseline*

STEP 2 — What does that enable our customer to do, feel, or avoid? *The immediate benefit*

STEP 3 — Why does that shift matter in their everyday life? *The human outcome*

STEP 4 — Which outcome matters most to the people we serve? *Your priority outcome*

YOUR POSITIONING LINE

We help _____ feel or achieve

_____ through

_____ (our category).

CREDIBILITY CHECK — Can we prove it?

- ☐ Customers describe this outcome in their own words (reviews, sales calls, interviews).
- ☐ Our product, evidence, and experience can substantiate the promise.
- ☐ The promise holds at every moment of use, not just in the headline.

PUT IT TO WORK — Rewrite one touchpoint this week.

Homepage	Product page	Sales & investors	Content
Lead with the change, then the category.	The difference first, the features second.	The problem solved and the value created.	Topics that move customers toward the outcome.

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