

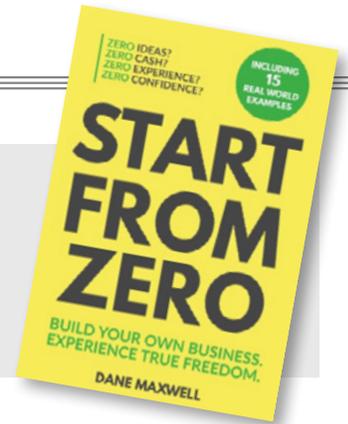
7 DAYS TO 7 BUSINESS IDEAS

Using The **Five Question Framework**

By Dane Maxwell

First, Watch Me Find A Great Business Idea In Ten Minutes, Then Do It Yourself.

This excerpt is from my upcoming book Start From Zero, [get it here.](#)



Profit is right under your nose. It truly is, and you're about to see this first hand by using the five question framework.

be brilliant or work hard to come up with an idea. Nah! Just sit with someone and ask these five questions.

1 What is your most consistent and present problem with INSERT TOPIC

Now, let's get started finding your ideas.

Note: you will do this process just to find ideas. Don't worry about solving the problems, just work on finding the ideas for now.

2 How do you go about solving this problem?

3 What happens if you don't solve it?

4 What is your dream solution to this problem?

5 Would that be worth paying for, if so, how much?

Your goal here is to ask five questions to one person a day for seven days. It takes ten minutes or less. You can ask your friends, partner, parents, anyone you like.

Throw yourself into this experiment, and I believe it will change your life. You don't have to believe me. Read this section and then decide for yourself.

Every time you do this process, you build your entrepreneurial brain. And that's a nice brain to have.

As I've said, many people think we need to

Write down the customer, pain, solution, and offer for each conversation. This is the framework we learned in the previous section that makes up an income stream.

Here's a quick example of the process I did with my pregnant partner just weeks before she was ready to give birth. What a fun time for us both!

We were both sitting in the living room watching Silicon Valley on a Tuesday morning when I decided to try it out (I really love the freedom to sit around on a Tuesday).

I hit pause on the TV remote and asked, "Hey, can I ask you five questions real quick to try out a framework for my book?"

"Sure!"

Great, I got started right away.

1 What is your most consistent and present problem today?

"Overcoming nausea" she responded.

I asked her if she could tell me more about that because it was a little vague, understandably. She's in pain.

"I don't feel well, but I want to be able to finish my organizing projects today."

Ok, that's good enough. Moving on to question two.

2 How are you going about solving this problem right now?

Initially, she said she was just avoiding it. But after a moment, she said,

"Well, I've been trying different things, like eating and drinking water, putting my hair up, and taking a thirty-minute nap. My hope is that one of these ideas will work, and maybe I can get up and do the work."

Ok, that's specific enough, question three.

3 What happens if you don't solve this problem?

She responded: *"Well, the house stays messy, and I have to do it tomorrow."*

Good, but this left me with some doubt, so I asked a follow-up question out of curiosity because her pain didn't seem that severe, and I wondered if she'd want to even pay to solve it...

"So how painful is this problem for you on a scale of 1 to 10?"

"Right now, it's a three, but I know it will get worse if I let things keep building up."

Low pain, may not be good enough, but onto question four.

4 If you could wave a magic wand, how would you solve this problem? Remember, it's a magic wand.

"I would not be nauseous," she said with a smirk.

Great, that's obvious. Let's jump to question five.

5 Would that be worth paying for? If so, how much?

"Yeah, you know if there was a droplet or something I could take, and it would cure my nausea, and it was safe for pregnancy, I'd pay for that. I'd pay \$25 for a bottle."

Out of curiosity, I asked her if she'd pay \$50.

"No, I'm cheap!" (Her fists raised in the air and she smiles).

"Well, maybe if there was nothing else on the market. I could see other women paying \$50 for more severe nausea, though."

Then after that, we moved on, and a few minutes later, she comes back...

"Actually, yeah, I would pay \$50 for the convenience of a droplet, because I could go make ginger tea but that is too inconvenient. I'd love to have a droplet."

Then she went to go make some tea because that was a new idea she had come up with. Hah! Great. Love this process!

Ok, so we've done the experiment. Here's what I wrote down next to customer, pain, solution, and offer.

CUSTOMER:	Pregnant women in the third trimester.
PAIN:	Nausea interfering with her day.
SOLUTION:	A droplet she can take in a bottle.
OFFER:	\$25 to \$50 a bottle depending on discomfort. Looks more like \$50.

Now I've got my problem.

I could search for all kinds of solutions or generic remedies I could turn into potions. I could contact acupuncturists or naturopaths and partner with them on creating a solution. Now I have an entire potential business, I could start from five questions. To promote this business I could run ads on The What To Expect sites and all the pregnancy apps.

Then, and you don't need to do this yet, but because my brain has been trained, and I can't help myself, here's what else I would do: I'd turn every woman into a promoter by giving them each a link to share their story of curing nausea so they can make affiliate income as well during pregnancy. This helps pregnant women with nausea and provides an income for their upcoming child.

Everyone gets better all around, and I have a great marketing source.

Look at this. I've already got a great business with potential.

Now, this is important. I would not look at competitors for very long, if at all, I would just go to work creating my solution, helping women, and talking to them instead. I don't like looking for competition because it scares me out of action. I like staying with my customers instead. I think a lot of people go into research mode and then paralyze themselves.

Stay focused on what keeps your business moving forward; there's always room for another excellent solution.

The unknown makes many people nervous. Just moving forward without knowing everything is often very scary. But, it's important to get used to "doing." The more insecure you are in business, generally, the more you are tempted to research. Break that habit. Take action instead.

Trust you'll be ok.

On a random note: I love the niche of women in the third trimester of pregnancy, but knowing women get nausea in the first trimester too, I'd just target all pregnant women.

This is only one idea, from one day, from one conversation. What will you find in your seven-day experiment?

NOW IT'S TIME TO TURN YOU LOOSE!

To get started with people, set the context, and make your request for a conversation the following way.

"Hey, I'm doing a process right now that helps me find awesome business ideas by asking about others' biggest problems. Would you mind if I tried the process out with you for fun to see what we find? It takes five to ten minutes."

I've found this is a really fun way to connect with people.

Then ask the five questions:

1. What is your most persistent and present problem today (or this week, month, year)?
2. How are you going about solving that problem now?
3. What happens if you don't solve it?
4. If you could wave a magic wand, how would you solve it?
5. Would that be worth paying for? If so, how much?

Please share your results with us at

hello@startfromzero.com

GO GET THE FULL BOOK NOW.



WE CAN'T WAIT TO HEAR WHAT YOU'VE DONE!



SFZ.