What are the products and services you can offer your customer so they can get their job done?

**Products & services**
- What are the products and services you can offer your customer so they can get their job done?

**Gain creators**
- What can you offer your customer to help them achieve their gains? How do you outperform the current solution? How will adoption by your customer be easier?

**Pain relievers**
- How can you help your customer to relieve their pains? What problems can you eradicate? How do you fix current underperforming solutions? How do you eliminate risks your customers fear? How do you get rid of current barriers?

**Job-to-be-done**
- What is the job your customer wants to get done? What are the functional, social, emotional jobs your customer wants to get done?

**Gains**
- What would make your customer happy? What would make their life and the job-to-be-done easier? What do customers dream about?

**Pains**
- What is annoying or troubling your customers? What is preventing them from getting the job done? What is keeping your customer awake at night?