

TUNED IN

Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs

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The Web site for this book is at www.tunedinbook.com.

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MAIN IDEA

There's no use developing new products in isolation and hoping they will sell. A far better idea is to find overlooked marketplace problems which already exist. Solve those problems for people and you'll have no problems finding willing customers who won't need to be coerced into buying.

Real success in the marketplace is not based on creativity or even on clever marketing. Instead, you need to develop products that resonate with people. To stop guessing what people need and instead spend your time building real and deep connections to what people value the most follow the six step Tuned In Process.

Getting tuned in is really not all that difficult. You will know you've created a product which is a "resonator" when:

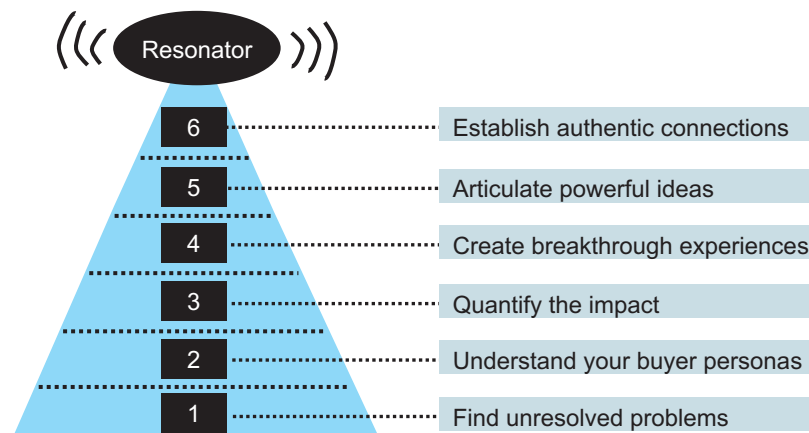
- You come up with something which is the perfect solution to a specific problem.
- People want to buy your product because they recognize its value immediately. They won't need to be cajoled or coerced.
- Your offering establishes a real and direct connection to whatever your market values the most.
- When people hear about your product or service, they immediately understand its value to them, even if they have never heard of your company before.

Some very good examples of resonators are:

- The iPod – 1,000 songs in your pocket.
- FedEx – When it absolutely, positively has to be there overnight.
- Habitat for Humanity – which has built more than 200,000 homes for people who can't afford them.
- Richard Branson – who has launched 350+ companies to solve problems in the marketplace.

By listening, observing and understanding the problems that buyers are willing to pay money to solve, any organization can become tuned in to the marketplace. Always have it as a goal to create products and services that become resonators.

**The Tuned In Process
For Creating Products
That Resonate**



Step 1 – Find unresolved problems Page 2

The key first step in becoming tuned in is to understand, in detail, what existing market problems your organization can solve. The only way to achieve this is to get out of your office and speak with potential buyers.

Step 2 – Understand your buyer personas Page 3

A "buyer persona" describes a definable group of people who share one or more of the problems you've uncovered. Tuned in companies use buyer personas to describe the customers they are attempting to serve.

Step 3 – Quantify the impact Page 4

Once you've identified a compelling problem and figured out who might buy your solution, it's time to put some numbers together. You need to sit down and analyze whether or not people would pay to have you solve the problem for them.

Step 4 – Create breakthrough experiences Page 5

To build a genuine breakthrough experience for customers, you need to create products and services based on your company's "distinctive competence" – what your company does to offer superior value that no other competitor can match.

Step 5 – Articulate powerful ideas Page 6

Once you have a breakthrough experience to offer, you need to develop a memorable way to describe it. You need something which gets to the core of your offering and which also resonates deeply with your buyers.

Step 6 – Establish authentic connections. Page 7

The last step in the Tuned In Process is to communicate with potential customers and show them you have a product or service worth considering. Note this communication is authentic and genuine – it is not merely the marketing-driven one-way advertising most organizations are used to.

Putting it all together – The Tuned In Process Page 8

