

To get your ICP to buy you need to know their Job Story

We all know only 5% of potential customers are in-market for a solution. But once they're ready you need a deep understanding of their Jobs to Be Done to make sure your positioning and messaging resonate with their challenges.

Anatomy of a Job Story

Use the Job Story format to break down your customer's Jobs to Be Done, get inside their head, and understand what's driving them to buy

Target customer:	[Describe who struggles with this need]	
Circumstance:	Motivation:	Expected Outcome:
When I...	I want to...	So I can...
[Describe the core need and when your customer encounters it]	[Describe the most common triggers that cause the issue]	[Describe what your customer experiences once it's resolved]

Key Questions:

- How urgent is this situation?
- How frequent is this situation?
- Who else might be involved?

Key Questions:

- What other solutions fall short?
- Are the triggers functional or emotional?
- What blockers exist around these?

Key Questions:

- What words does your customer use?
- How will they know when it's resolved?
- How would they feel as a result?

Extra Benefits of the Job Story format

1. Build empathy

Think about the problem space from the pov of the person who deals with this every single day

2. Break it apart

Understand what your customer experiences during each part of the journey (before, during, after)

3. Create separation

Get out of the solution-first mindset and put all your attention on what your customer needs

