### WORKSHEET

Foundation 2: How to create a product strategy that works

[Lesson link](https://splicemedia.com/school-of-splice/foundation/02-how-to-create-a-product-strategy-that-works)

## 1. Are you solving the right problem?

**What are some specific needs that are unmet in media?**

**What can you do about it?**

## 2. Ask the right questions about your product

**Who is this content for?**

**How do I reach that person?**

**What do I want that person to do with that content?**

**How do I start a conversation with that person?**

**How do I include that person in a community of loyal customers?**