

Tips & Tricks

The Power of Brainstorming

Getting more power from brainstorming



Handyman Criteria Clusters Examples

URGENCY

WILLINGNESS TO PAY

WORK NEEDED



WHERE THEY ARE

DEMOGRAPHICS

MINDSET & TIMING

Example 1/6: **Urgency**

1. **Urgency to fix Problem:**
No urgency, Urgent, Life or Death
2. **Complexity of Problem:**
Easy, Mildly complex, Very Complex
3. **Time to Learn:** 5 mins, 20 mins, 20+ mins
4. **Has Helper:** None, One, A few

Example 2/6: **Willingness to Pay**

1. **Budget for Handy work:** Yes/No
2. **Can do myself:** Yes/No/Sometimes
3. **Wants to do myself:** Yes/No/Sometimes
4. **Size of Repair Budget:** \$5/month, \$10/month, \$15/month, \$15/month
5. **Income:** 0, 10.000, 50.000
6. **Interest to Learn:** None, Somewhat, Keen

Example 3/6: **Demographics**

1. **Age:** 10+ 20+ 30
2. **Life situation:** Just Divorced, Just Retired, Health issues, Just Moved out
3. **Occupation:** Working, Retired, Studying, Unemployed
4. **Working style:** Fulltime, Part Time, Ad Hoc
5. **Working hours:** Day, Night, Varies

Example 4/6: **How much work is needed**

1. **Size of House:** 100m², 200m², 300m²+
2. **Age of House:** Brand New, A few years, A decade, Many decades
3. **House condition:** Lousy, Average, Excellent
4. **Has time to repair:** None, Some, A lot
5. **Budget size:** High, Medium, Low

Example 5/6: **Where we find them**

1. **Hobbies:** DIY, Gardening, Cars, Furniture Fixing
2. **SoMe Channels:** LinkedIn, Reddit, FB, TikTok, Insta
3. **Hangs out at:** Bars, Home, Cafe, Office, Gyms, Church, Playground, Library, Event, Nature

Example 6/6: **Mindset & Timing**

1. **Stress level:** Zen, Burnout, Normal
2. **Health status:** Seriously ill, Cranky, Healthy
3. **Has Helper:** None, One, A few
4. **Time for repairs:** None, Some, A lot
5. **Life situation:** Just Divorced, Just Retired,
Health issues, Just Moved out

i Marketing/sales vs all-in criteria

- 1. Some criterias affect both the product, marketing and sales efforts ALL IN:**
 - a. Lives in:** House, Apartment, Row house
- 2. Some criterias affect only marketing and sales:**
 - a. Life situation:** Just Divorced, Just Retired, Health issues, Just Moved out
 - b. Hangs out at:** Bars, Home, Cafe, Office, Gyms, Church, Playground, Library, Event, Nature

i Do's Don'ts Brainstorming

1. Add more criteria and dive into different criteria around a topic (enhances granularity)
2. Clarify and make sure all criteria are understood
3. Avoid rushing and allow participants to elaborate
4. Prioritize relevant criteria for the Growth Planner
5. Take breaks when tired to maintain focus

i **Tips for choosing criteria for the Growth Planner**

1. Are the criteria clear and relevant for your business?
2. Are the criteria narrow enough to help focus your efforts?
3. Are they relevant for all team members?
4. Are they specific enough for your focus?
5. Are they solely for marketing/sales or relevant company-wide?

Other example businesses to use



EVENT MANAGEMENT FIRM (B2B)

- **Event Theme:** Product Launch, Party, Seminar
- **Industry:** Tech, Finance
- **Need for staff:** Has staff, Needs staff
- **Planning state:** Idea, Some Planning, Finished Plan
- **Event Participants:** 10, 50-100, 100+
- **Needs marketing:** Yes, Some, None

Note: Resources and personal interest affects priorities

2ND HAND CHILDREN CLOTHING

(B2C)

Age of child: Baby, Toddler, Child-Teen

- **Hobbies:** Sports, Arts
- **Reason for buying:** Money, Environment, Space
- **Siblings:** Yes (that can inherit), Yes (can't inherit)
- **Style:** Sporty, Preppy, Hipster kid
- **Brand Conscious:** Don't care, For quality, For status

Note: How segmentation effects brand

FOOD TRUCK (B2C)

- **Curiosity:** Crazy Taste Buds, Regular, Conservative
- **Allergies:** Gluten, Nuts, Meat/Dairy
- **Budget (SEK):** 20-50, 50-100, 100+
- **Appetite:** Starving, Hungry, Snack
- **Way Of Ordering:** App, Desk, Table
- **Time Of Purchase:** Morning, Lunch, Dinner, Snack

Note: How segmentation affects your internal processes

VR APP DEVELOPMENT (B2B)

- **Length Of Project:** Weeks, Months, Years
- **Internal Developers:** None, 1-5, 5+
- **Partnership Opportunity:** Absolutely Not, Maybe, Definitely!
- **Prototype Level (Hi/Lo):** None, Low Fidelity, Mid, High Fidelity
- **Tech Knowledge:** Total Noob, Average, VR Guru Master
- **Budget:** <10000, < 100 000, <1000 000 000
- **Type Of App:** VR, MR, AR
- **Industry:** MedTech, Logistics, Gaming

Note: Knowledge