

## 5 Whys Offering Analysis Worksheet

Define your offering:

Why would someone buy this offering? (use multiple sheets if you have multiple reasons)

→ Why is that?

→ Why is that?

Caution: Do not stop asking "why" until you hit a core value.

This document is the intellectual property of Lisa Robbin Young. © 2014 All rights reserved. This tool is provided as a template for clients to use in the improvement of their business offerings.