

**MASTERMIND**  
BUSINESS ACCELERATOR

# **THE TRUE PRODUCT ALIGNMENT MEETING PLAYBOOK**

Stop selling what you sell. Start selling what they buy.

# WELCOME TO YOUR TRUE PRODUCT PLAYBOOK

You're not selling what you think you're selling. Your customers are buying something different.

This playbook is your practical tool for finding the gap, naming the True Product, and getting your family and team aligned on the same answer.

Use it during the workshop. Capture ideas, write freely, circle what stands out. By the end, this will be your guide to selling what people are actually buying.



**Your True Product**  
named and tested



**A meeting plan**  
to align your family and team



**A 14-day plan**  
to put it into practice



**A customer interview script**  
to prove it with evidence

# START WHERE YOU ARE

A quick check-in before we shift the conversation.

- **In one line, what does your business actually sell?**

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- **If you asked three people on your team the same question, would you get the same answer?**

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- **Where does selling feel hardest right now?**

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- **If a customer described you to a friend, what words do you think they'd use?**

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# THE LINE IN THE SAND

Two ways to run a business. One blends in. One stands out.

## THE OLD WAY

### Sell on features

- **You talk about the "what".** The product. The service. The description.
- **You blend in with the crowd.** Everyone in your category sounds the same.
- **Your team is out of alignment.** Different people, different answers to "what do we do".
- **You work harder.** Push, hustle, chase. Sales feel uphill.
- **The cost is harmony.** Pressure at work spills into the relationship.

Where do you see this in your business right now?

## THE NEW WAY

### Sell on transformation

- **You talk about the difference you make.** The outcome. The change. The better life.
- **You stand out above the noise.** Customers find you because you sound like nobody else.
- **Your team rows in the same direction.** One answer. One story. WD-40 on the business.
- **Less hustle. More harmony.** You move from "you selling" to "them buying".
- **The business scales.** Your life comes back into balance.

What would the new way unlock for you?

Features blend you in. **Outcomes** make you stand out. ”

# THE BELIEF BREAKER

Every old way is built on an old belief. Name it. Break it.

## THE OLD BELIEF

**"To make sales, you have to sell on features."**

- You chase the sale. Always pushing, never pulling.
- You can't stand out. You sound like everyone else.
- You work hard, all the time. The push never lets up.
- Conflict shows up. Personally and with your team.

**How has this belief shown up in your business?**

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## THE NEW BELIEF

**"People buy outcomes, transformation, and emotional engagement."**

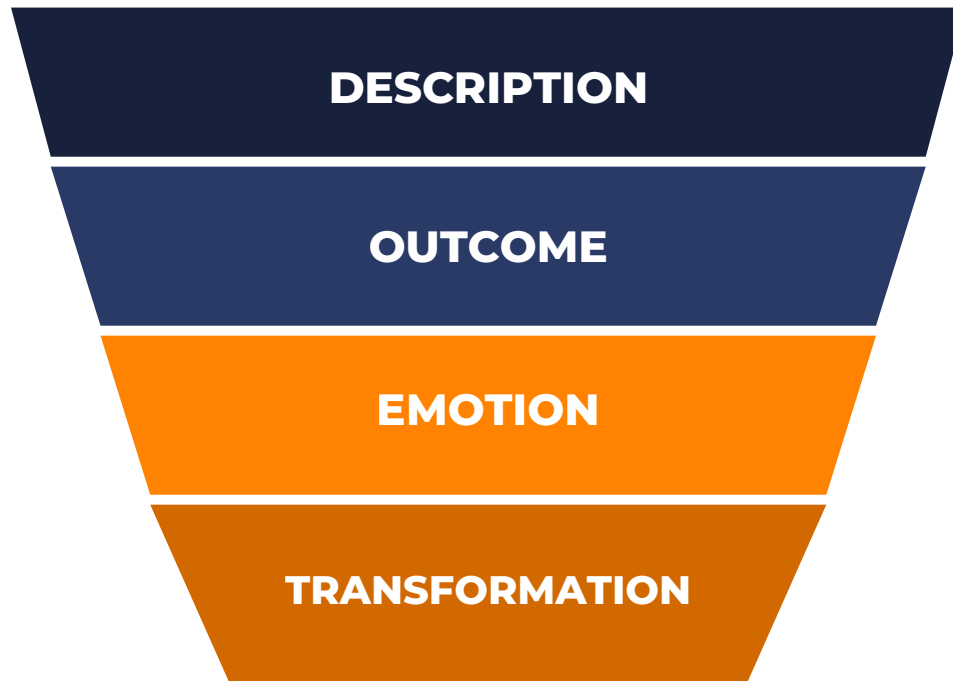
- You move from "you selling" to "them buying".
- You stand out. Customers come looking for you.
- The business scales. Without you working harder.
- Your life comes back. Harmony returns.

**What would shift if you led with the new belief?**

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# THE TRUE PRODUCT TRIANGLE

Four steps. Top to bottom. Broad to specific. The journey to the answer your customer is actually buying.



- 1 DESCRIPTION**  
Where every business starts. The "what". The product or service. Important. But it's not what they're buying.
- 2 OUTCOME**  
What the customer walks away with. The result. Most businesses stop here.
- 3 EMOTION / FEELING**  
How it makes them feel. Even logical purchases have an emotional component. Understand this and you scale.
- 4 TRANSFORMATION**  
The difference your service makes to their life. The better life they're buying. The True Product.





# STEP 3. WHAT THEY FEEL

Emotion. The harder one to see alone. We'll work through this in a breakout pair.

- **What state is your customer in BEFORE they work with you?**

Stressed? Sceptical? Resigned? Excited? Anxious? Out of options?

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- **What state are they in AFTER you've delivered?**

Relieved? Confident? Proud? Calm? In control? Excited about what's next?

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- **What's the single biggest emotional shift that happens for them?**

In a breakout pair, your partner will reflect back what they hear. Capture their words, not just yours.

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# THE FLOWER TRAVELS STORY

A real Kimberley boutique cruise business. Same boats. Same crew. Different answer.

## BEFORE

### Flower Travels

- DESCRIPTION** A travel agency.
- OUTCOME** You book a holiday.
- EMOTION** Travel logistics handled. Off your plate.
- TRANSFORMATION** You get to Bali.

"People just ring us to book a flight to Bali, and they want to get a hotel in Kuta. It's not what we do."

## AFTER

### Expedition Partners

- DESCRIPTION** A partner for boutique cruise expeditions.
- OUTCOME** The right boat. The right itinerary. For who you are and what you can afford.
- EMOTION** Adventure with a guide who's been there.
- TRANSFORMATION** You live a story you'll tell at dinner parties for the next decade.

Same business. Same boats. Roles swapped. Business exponentially grew.

# THE ALIGNMENT MEETING

A True Product is only real once your family and team are aligned on the same answer.

01

## Who's in the room

The family members and key team members who tell the story of your business to customers, staff, and the market.

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02

## What we'll decide

The one-sentence True Product. The words we'll all use moving forward. The shift from old answer to new.

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03

## How we'll handle disagreement

Disagreement is the work. Name the difference. Hear it. Find the language that fits the business AND the customer.

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04

## Our next aligned step

The first three places the new True Product shows up. Website. Email signature. The pitch on the phone. Walk out with this written down.

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# YOUR 14-DAY PLAN

Three conversations. Two rewrites. One measurement. The first fortnight after the workshop.

**3**

## Conversations

The three people who hear the new True Product first.


**2**

## Rewrites

The two pieces of marketing copy you change this week.


**1**

## Measurement

The one signal that tells you it's working.


**The first day of action is:**

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# ALIGNED COMMITMENTS

The promises you make to each other, and to the True Product you've named today.

- **Partner 1**

**I commit to...**

**I will stop...**

**My one-word intention for the next 14 days is...**

- **Partner 2**

**I commit to...**

**I will stop...**

**My one-word intention for the next 14 days is...**

# LOOKING BACK TO MOVE FORWARD

Before we close, three reflections.

- **What surprised us most today?**

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- **What we're most proud of...**

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- **Our next aligned step is...**

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# NOTES + IDEAS

Capture what stood out. Lines you'll use. Questions to bring back.

A large, light gray rounded rectangle with a thin border, containing ten horizontal lines for writing notes and ideas. The lines are evenly spaced and extend across the width of the rectangle.



**Stop selling.  
Start being **bought.****