

5 Whys Offering Analysis Worksheet



Define
your
offering:

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

1.

→ Why is
that?
↓

2.

→ Why is
that?
↓

3.

→ Why is
that?
↓

4.

→ Why is
that?
↓

5.

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