

## PRINCIPLE #2: DESTINATION

Focus is not doing more. Focus is choosing one destination and refusing to let every new opportunity change it.

### A DESTINATION CREATES A FILTER.

Once the destination is clear, ideas become easier to judge. Some help you reach it. Some belong later. Some are simply distractions wearing the clothes of opportunity.

### THE FOCUS TEST

Does this help the customer I chose?

YES / NO

Does this solve the problem I chose?

YES / NO

Does this move my current milestone forward?

YES / NO

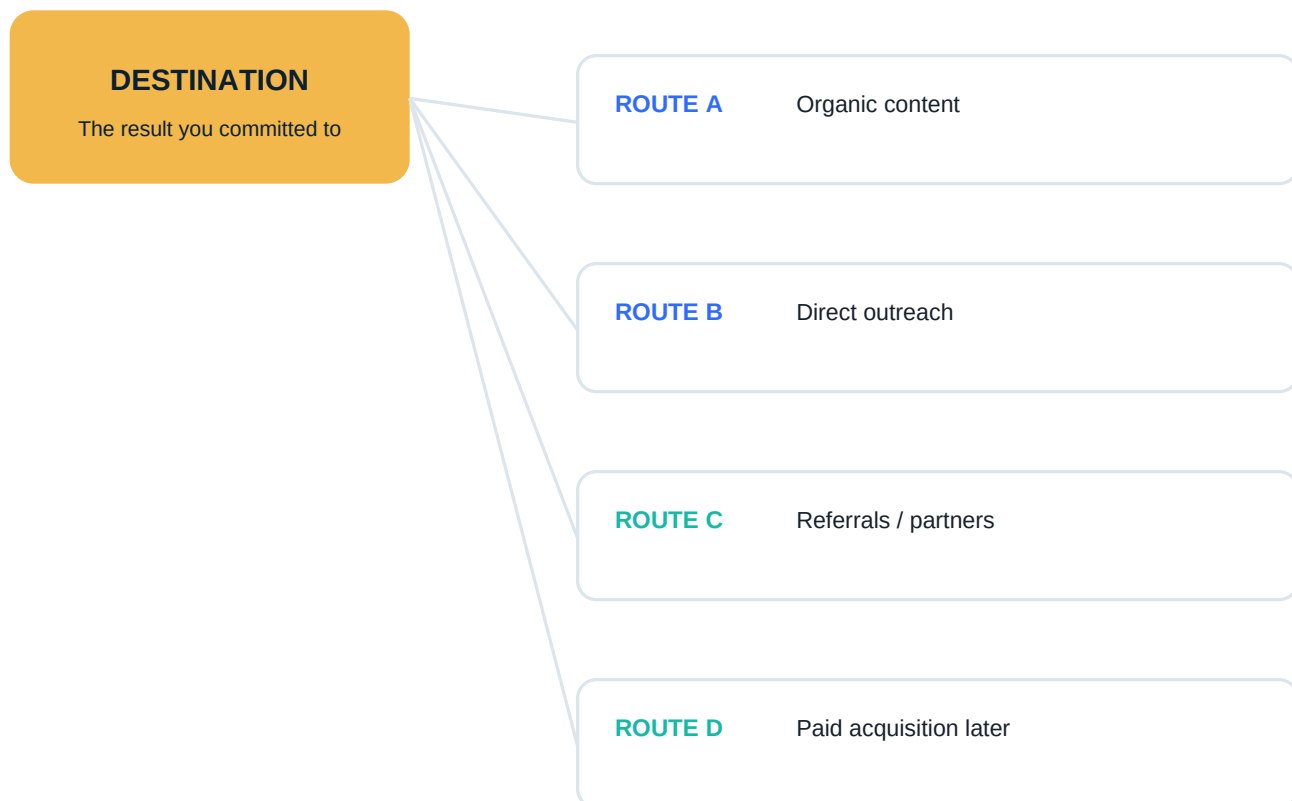
Does it need to happen NOW?

YES / NO

**A GOOD IDEA CAN STILL BE THE WRONG IDEA FOR TODAY.**

# ONE DESTINATION. MANY ROUTES.

Do not confuse changing the route with abandoning the destination.



## WHEN EVIDENCE SAYS A ROUTE IS WEAK:

Adjust the message, channel, offer, price, process or tactic before automatically deciding that the entire destination was wrong.

**CHANGE THE ROUTE BEFORE YOU CHANGE THE DESTINATION.**

# DEFINE YOUR LANE

A destination becomes usable when it is specific enough to guide what you build, sell and ignore.

**WHO**

Who are you trying to help?

**PROBLEM / RESULT**

What painful problem or wanted result are you addressing?

**VEHICLE**

What product, service, expertise or method will you use?

**BOUNDARY**

What are you deliberately NOT doing right now?

## DESTINATION SENTENCE

I am building \_\_\_\_\_ for \_\_\_\_\_ to help them \_\_\_\_\_ through \_\_\_\_\_.

If an idea does not support this sentence or the current milestone, park it.