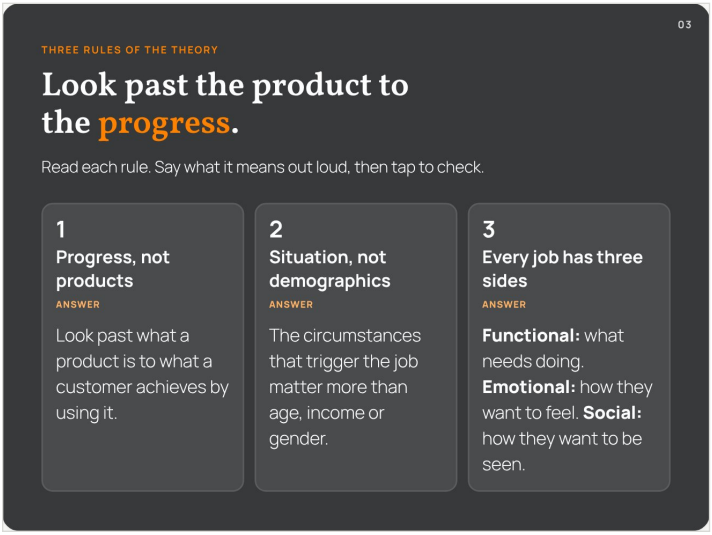


Slide 1



Slide 2



Slide 3

04

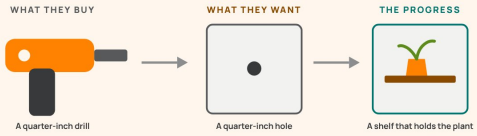
THE CLASSIC LINE

Harvard marketing professor Theodore Levitt put it this way:

"

People don't want a quarter-inch drill. They want a quarter-inch hole.

Theodore Levitt



Text version of this diagram

- **What they buy:** a quarter-inch drill.
- **What they want:** a quarter-inch hole.
- **The progress:** the shelf on the wall. That is the job the drill was hired for.

Slide 4



05

SEE IT IN THE WILD

Snickers sells the hole, not the drill.

Since 2010, Snickers has run "You're Not You When You're Hungry."

What they buy
A chocolate bar with peanuts and caramel.

The job
Stop being cranky and get back to being yourself, fast.

The competition
Anything else that fixes hunger in two minutes, from a banana to a bag of chips.

Photo by @shyammishra94 on Unsplash

Slide 5

06

QUICK CHECK

What job is this customer hiring?

Use the three rules. Then open the answers.

1 A nursing student orders Porchlight Meal Kits every Sunday night before a week of 12-hour shifts. What job is she hiring it for, and what else could do that job?

2 Porchlight's team writes its whole plan around "women 25 to 34." Which rule are they missing?

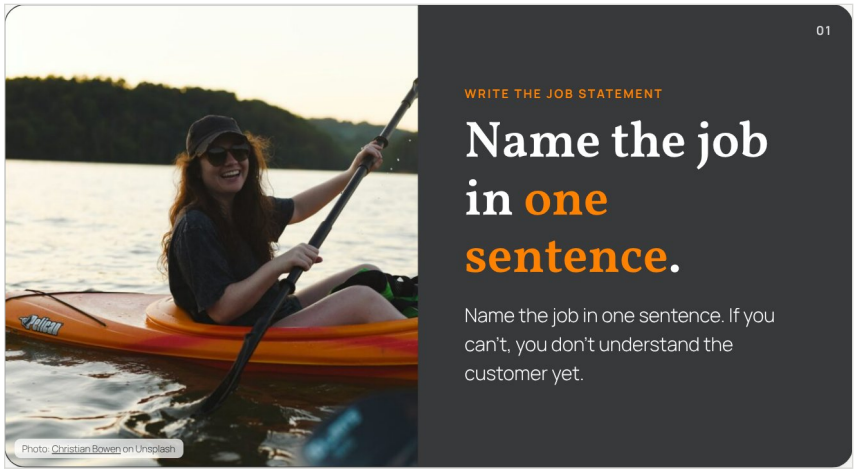
3 A new neighbor buys a big grill right before he invites the whole street over. Name the social side of the job.

Check your answers

1. **Functional:** dinner is handled on nights she has no time. **Emotional:** she feels on top of a hard week. **Real competition:** takeout, frozen pizza, the hospital cafeteria or skipping dinner.
2. **Situation, not demographics.** The trigger is the moment, like a packed week ahead, not age or gender.
3. **Social:** he wants to be seen as the easygoing host who has it together. The functional side is cooking food for a crowd.

Porchlight Meal Kits is an invented brand.

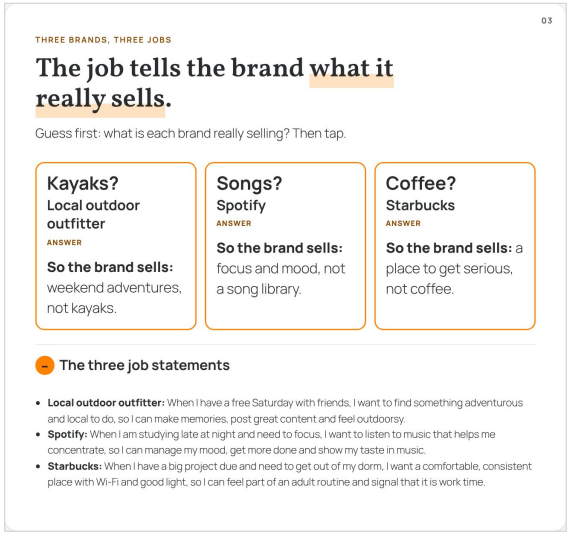
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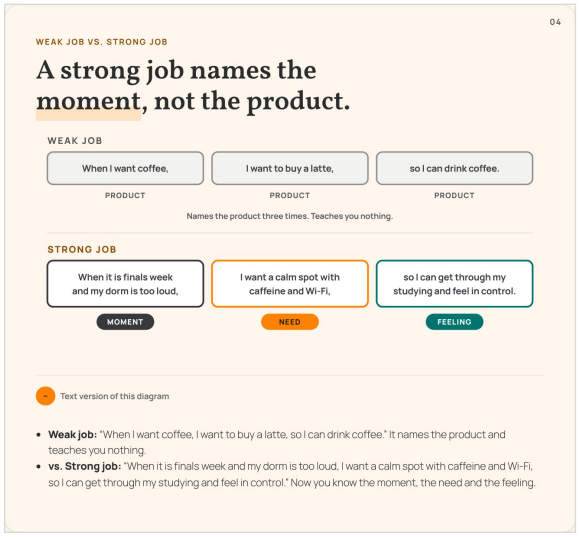
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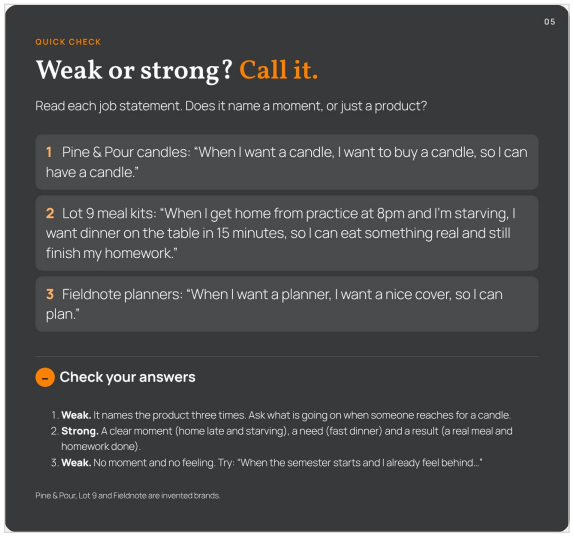
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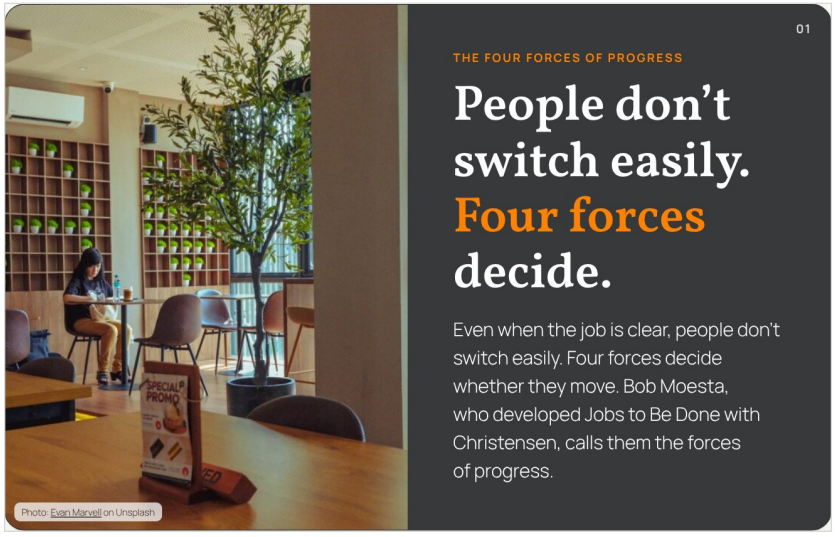
Slide 9



Slide 10



Slide 11



Slide 12

02

TWO FORCES PULL, TWO HOLD BACK

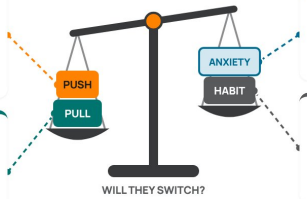
Pulling them toward you, or holding them back.

Picture a scale. If the left side is heavier, they switch.

PULLING THEM TOWARD YOU

Push of the situation.
Frustration with how things are now.
"My dorm is impossible to study in."

Pull of the new.
The appeal of a better life.
"That cafe looks calm and everyone gets work done there."



VS: HOLDING THEM BACK

Anxiety of the new.
Worry it won't work.
"What if there are no seats?"

Habit of the present.
Comfort with the routine.
"I always just study in my room."

Slide 13

03

MARKETING AND THE FORCES

Turn two forces up. Turn two down.

Guess what a brand can do for each force, then tap to check.

Push
Turn up the push
ANSWER
Name the frustration out loud so people feel seen. Content that starts with the problem stops the scroll.

Pull
Turn up the pull
ANSWER
Show the after: the person who finished the project, the Saturday that became a story.

Anxiety
Turn down the anxiety
ANSWER
Reviews, real photos, free trials, guarantees, clear prices and answers to the questions people are afraid to ask.

Habit
Break the habit
ANSWER
Make the first step tiny and fit it into a routine they already have. A first-visit offer, a reminder at the right moment.

Slide 14

04

QUICK CHECK

Which force is talking?

Each line comes from a student deciding whether to study at Corner Nook Cafe. Name the force, then check the next slide.

1 "I'd try it, but what if I can't find an outlet for my laptop?"

2 "My roommate's TV is always on. I can't focus in here."

3 "I always just study at my desk after dinner."

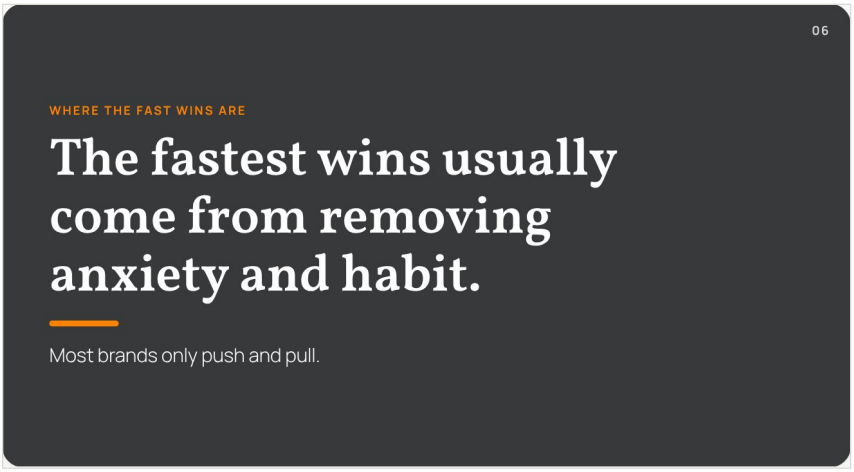
4 Corner Nook posts photos of students finishing their papers by the big window.

Corner Nook Cafe is an invented brand.

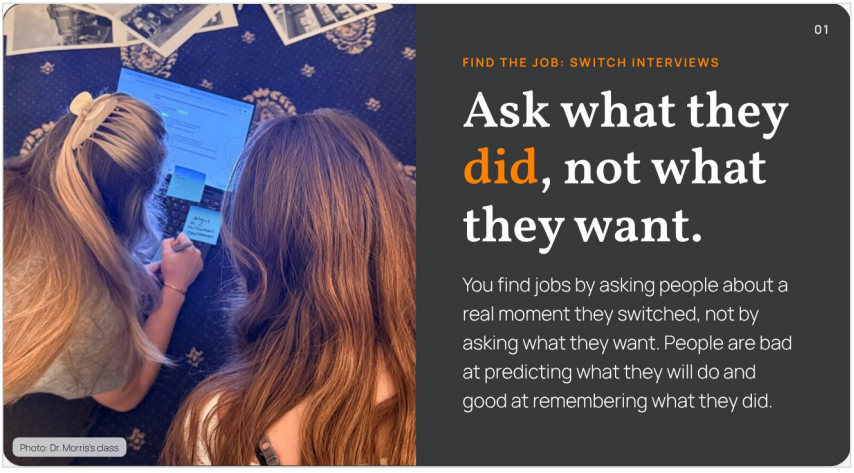
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Slide 16



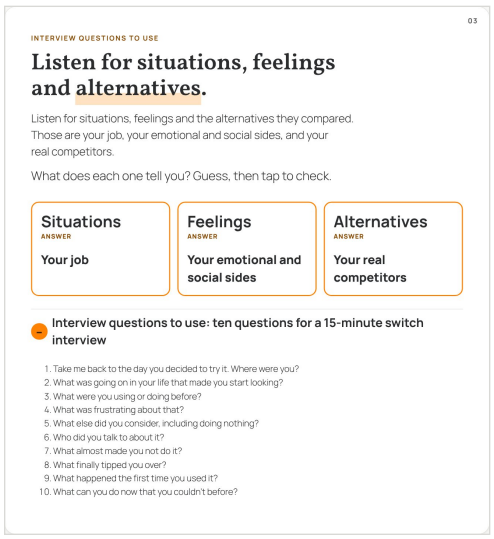
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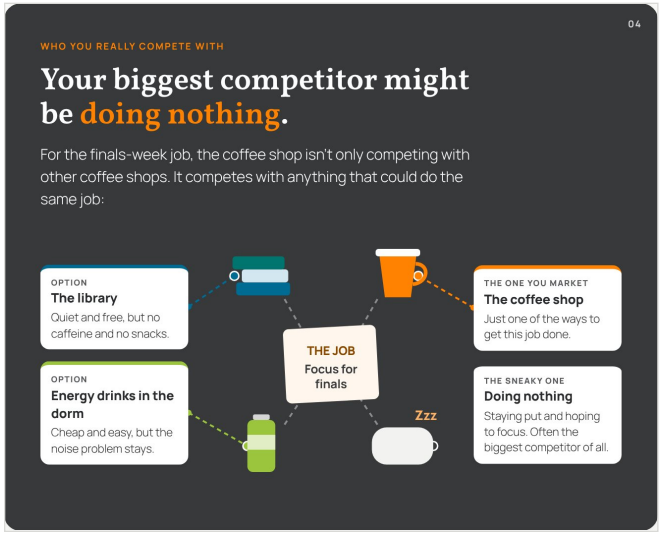
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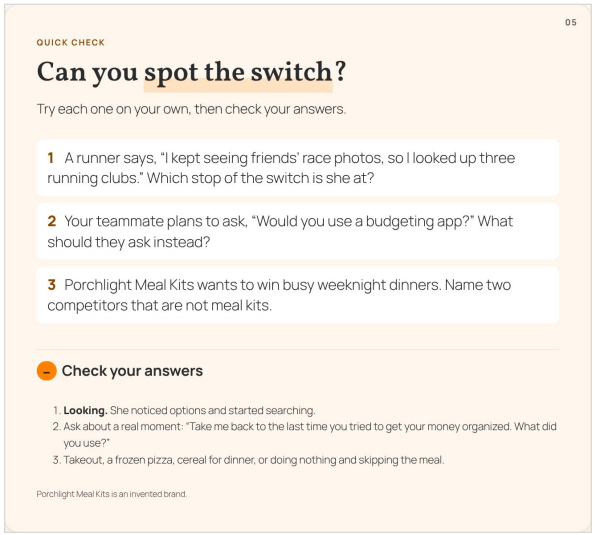
Slide 19



Slide 20



Slide 21


05
QUICK CHECK
Can you spot the switch?
Try each one on your own, then check your answers.
1 A runner says, "I kept seeing friends' race photos, so I looked up three running clubs." Which stop of the switch is she at?
2 Your teammate plans to ask, "Would you use a budgeting app?" What should they ask instead?
3 Porchlight Meal Kits wants to win busy weeknight dinners. Name two competitors that are not meal kits.
Check your answers
1. Looking. She noticed options and started searching.
2. Ask about a real moment: "Take me back to the last time you tried to get your money organized. What did you use?"
3. Takeout, a frozen pizza, cereal for dinner, or doing nothing and skipping the meal.
Porchlight Meal Kits is an invented brand.

Slide 22