

Thought Leadership Canvas from TheAssetPath.com

Who

NAME: one real person
GAIN: health, wealth, relationships, self
PAIN: problem, visible, invisible

1

Value Proposition: I/We help _____ (who)
do/have/improve _____ (gain)
without _____ (pain)
(by _____)

2

Why & What

3 A → B Transformations: Their need to move - use "so what?"

From A (Do, Be, Have)	To B (Do, Be, Have)
1.	
2.	
3.	

3

How

Model / Visual / Framework	Metaphor / Analogy / Hook
Actions / Processes / Steps	Your story / Case story

4

What If...

Why Not

Constraints & Objections → Resolutions

5

When & What Now!

Timed next step: Most Wanted Response & Call To Action

6