

# Ulysses Blueprints – Client Problem Brief

To help design a Blueprint that fits your business, I need a simple brief of what you do and what you're facing right now. Keep it short, clear, and honest.

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## The Problem in One Line (Business + Issue)

Example: "We run an online fashion store, but our Instagram ads bring clicks without sales."

Example: "We're a local bakery, but foot traffic hasn't grown even though we're running discounts."

☞ Briefly describe what your business does and the single biggest problem you're facing right now.

2

## What You've Tried Already

Example: "We've tested Facebook ads and partnered with influencers, but neither improved conversions."

☞ List any strategies, campaigns, or methods you've already attempted.

3

## The Result You Want Most

Example: "We want more paying customers from our online ads."

☞ State the outcome you're aiming for in one sentence.

4

## Extra Context (Optional)

Share anything else you think is important – budget limits, industry quirks, or current tools you're using.

Once I receive this, I'll decode it and return a Blueprint Snapshot:

- What's really causing the gap.
- The hidden communication or system issues.
- The framework to fix it.

You'll see your problem in a new light – and the path forward will finally be clear.