## Think Better, Think Austrian

How entrepreneurs use the Austrian method to better serve customers.

Identify and classify customers

Their values (lifetime)

Their goals (contextual)

Their mental model (for choosing means)

Observe their behavior

What did they do/choose?

Was this unexpected?

What can we deduce about the goal they're aiming for?

What can we deduce about the means they choose?

Is there any change in context / circumstances or situation?

Deduce their purpose

What is their motivation?

What heuristic / new mental model are they using?

What is their discontent/unease?

How can an entrepreneur help?

A new / better means to achieve their goal?

Better communication about available means?

Encouragement for new goals?



Choose Austrian Economics To Grow Your Business.

Economics For Business is a project of the Mises Institute, to demonstrate how the application of economic principles helps entrepreneurs succeed.

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