

# WHAT DO I HAVE TO OFFER MY CUSTOMERS?

## What products or services do you offer?

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Information products             | <input type="checkbox"/> Home goods                | <input type="checkbox"/> Entertainment products, DVDs, music, ringtones |
| <input type="checkbox"/> Coaching                         | <input type="checkbox"/> Business products         | <input type="checkbox"/> Electronics                                    |
| <input type="checkbox"/> Business/administrative services | <input type="checkbox"/> Sporting/outdoor products | <input type="checkbox"/> Other _____                                    |

## What's unique about you?

- |   |   |                                      |
|---|---|--------------------------------------|
| <input type="checkbox"/> What do you do is unique | <input type="checkbox"/> Your customers are unique                  | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> How you do it is unique  | <input type="checkbox"/> What your customers need or want is unique |                                      |

## What do your customers value?

- |   |  |  |                                      |
|---|--|--|--------------------------------------|
| <input type="checkbox"/> Price            | <input type="checkbox"/> Perks (feeling like part of an elite group) | <input type="checkbox"/> Authority and credibility | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Customer service | <input type="checkbox"/> Easy to use                                 | <input type="checkbox"/> Reliability               |                                      |

## Which of the above does your competition lack?

- |   |  |  |                                      |
|---|--|--|--------------------------------------|
| <input type="checkbox"/> Price            | <input type="checkbox"/> Perks (feeling like part of an elite group) | <input type="checkbox"/> Authority and credibility | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Customer service | <input type="checkbox"/> Easy to use                                 | <input type="checkbox"/> Reliability               |                                      |

## What motivates your customer's buying decision?

- |                                |                                   |                                      |  |                                      |
|--------------------------------|-----------------------------------|--------------------------------------|--|--------------------------------------|
| <input type="checkbox"/> Price | <input type="checkbox"/> Scarcity | <input type="checkbox"/> Exclusivity | <input type="checkbox"/> Credibility and authority | <input type="checkbox"/> Other _____ |
|--------------------------------|-----------------------------------|--------------------------------------|--|--------------------------------------|

## How well do you provide what your customers value?

- |                               |                                     |                                   |                                      |
|-------------------------------|-------------------------------------|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> Well | <input type="checkbox"/> Not at all | <input type="checkbox"/> Somewhat | <input type="checkbox"/> Other _____ |
|-------------------------------|-------------------------------------|-----------------------------------|--------------------------------------|

## How well does your competition provide what your customer's value?

- |                               |                                     |                                   |                                      |
|-------------------------------|-------------------------------------|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> Well | <input type="checkbox"/> Not at all | <input type="checkbox"/> Somewhat | <input type="checkbox"/> Other _____ |
|-------------------------------|-------------------------------------|-----------------------------------|--------------------------------------|

## What's the strongest personal element of your business?

- |                                     |  |                                      |                                      |
|-------------------------------------|--|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Honesty    | <input type="checkbox"/> Authority     | <input type="checkbox"/> Reliability | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Enthusiasm | <input type="checkbox"/> Funny/Amusing | <input type="checkbox"/> Economical  |                                      |

## How will you communicate your brand?

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Media advertising                      | <input type="checkbox"/> Packaging       | <input type="checkbox"/> Website           |
| <input type="checkbox"/> Promotion programs (e.g., direct mail) | <input type="checkbox"/> Sales personnel | <input type="checkbox"/> Social networking |

## Write your Brand statement/what you have to offer.

- ✓ Make it short
- ✓ Make it positive
- ✓ Make it emotional/have impact
- ✓ Focus on benefits for your customer
- ✓ Make it consistent with the general perception of your business personality, mission and vision.