

# Embracing My Business Products / Services

The following questions are designed to get you into your journal, and support you to become very clear on what is your ideal heart felt product / service. Unpacking information about you and your products is going to support you to develop your Strategic Business Plan and later your Marketing Strategy,

**What is my product / service?**

**Detail the options for providing variations? eg 1.5**

**What do I charge for each product/service?**

# Embracing My Business Products / Services

Who is my ideal client / target audience?

Why does this audience need me?

# Embracing My Business Products / Services

Why do they need my specific product?

What is my CORE message?

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How does my ideal client describe their CHALLENGE?

How does my ideal client describe the SYMPTOMS?

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How does my THING solve their CHALLENGE?

What outcomes will my client achieve with my THING?

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When & where am I available to provide the THING?

What are my key words?

# Embracing My Business Products / Services

Where does my ideal client hang out online?

What free info will my ideal client find juicy?

# Embracing My Business Products / Services

Brainstorm here all possible communication methods to your audience (eg blogs, newsletters, social media)

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