

Mom!

BUILD THE DAMN BUSINESS!

Idea Workbook from:





Task

1

DESCRIBE YOUR IDEA

What product or service are you planning to offer and what problem does it solve and/or how is it unique and valuable to potential customers? Write a description of your business idea and how your product or service will address a specific need or problem in the market.



Task

2

UNIQUE SELLING PROPOSITION (USP)

Consider what makes your business idea unique or why customers will choose your product or service over others. Identify the key features and benefits that set your business apart from others in the market such as, superior quality, innovative features, or exceptional customer service.



Task

3

IDENTIFY YOUR NICHE

Consistency is key when it comes to building your brand. Make sure that your brand's messaging, visual identity, and customer experience are consistent across all touchpoints. Who is your ideal customer? Identify a profile for your ideal customer by considering age, gender, income level, education, occupation, etc.



Task 4

IDENTIFYING CUSTOMER NEEDS

What specific needs or desires does your product or service address? Identify the core needs or desires of your target audience. What problems or pain points do they face that your product or service can solve or offer improvement for?



Task

5

CHOOSING YOUR SOCIAL MEDIA OUTLETS

Establish a strong online presence through a professional website, social media profiles, and other digital marketing channels. Make sure that your brand's voice and messaging are consistent across all platforms. Identify three channels your customers are most likely to be using and target those first.
