

Example: John's Woodworking

1. What are some important qualities of your product or service?

What makes your product or service unique? What are your strengths?

What makes my business unique:

- I have the skills to complete detailed and quality work
- I can work with many different types of wood
- I can work on-site or in my shop
- I can create one-of-a-kind products

My strengths:

- I am dependable
- I offer personal service

2. How will customers benefit from buying your product or service?

Customers who hire me will benefit from:

- Quality installation
- Products that look good and work well
- Customized products that are exactly what the customer wants
- A contractor that shows up and delivers an end-product on time
- A contractor who listens to and does what the customer wants

3. What types of customers are you trying to attract?

I am trying to attract customers who:

- Own a home but don't have skills to do carpentry work
- Want or need a custom item
- Have the income to pay for customized carpentry
- Want someone they can trust to do the work in their home