

Get clear, real quick about your product or service.

This is a quick exercise to describe your business. It will help you get clear about why your customer should buy your product or use your service. Take a few minutes and answer these questions.



What does your business do? _____

How does it work? _____

What does it feel like to use it? _____

What problem are you trying to solve? _____

How do you make your customers lives easier? _____

How are you wanting to serve? _____
