

WORKSHEET: **Define Your Business & Target Audience**

Define Your Purpose:

Why does your business make the world a better place?

What problem are you solving?

What is your solution?

Positioning Your Brand:

What makes you different?

Why do you do what you do?

Positioning statement:

For (target customer)

Who (statement of need or opportunity)

(Product name) **is a** (product category)

That (statement of key benefit)

Unlike (competing alternative)

(Product name) (Statement of primary differentiation)

For _____

Who _____

_____ **is a** _____

That _____

Unlike _____

Unique Selling Proposition:

What are similar companies?

What do they do that is great?

What can you do differently?

Personality:

What is your business personality?

How will that come across?

Find Your Audience:

What is the broadest circle of prospective customers?

What pain points are these customers experiencing?

Where is your audience?
