**EXERCISE: What do you do?**

Being able to sum up the unique aspects of your business and the product or service you offer in a way that interests people is critical to your success. Here’s a simple template for you to follow.

*I (do this) for (your ideal customer) so that they can (benefit or result to the customer.)*

**Here are two examples:**

*I sell mobile phones to people who have lots of contacts and want to call them quickly and easily without having to be a technical whizz to find their details.*

and

*I’m a busy plumber working in the Cardiff area and I always guarantee to contact callers within an hour.*

**Now it’s your turn. How do you answer the question – What do you do?**

I (do this) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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for (your ideal customer) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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so that they can (the benefits or results they get) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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