Taking the Plunge

EXERCISE: Describe your Product or Service

Here is a simple template to help you describe your product or service.

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

and

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

Now it’s your turn. Describe your product or service using this template:

I (do this)……………………………………………………………………………………………...

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for (these people – your ideal customer)…………………………………………………………

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so that they can (the benefits or results they get……………………………………………….

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