

TARGET MARKET AND VALUE PROPOSITION

The purpose of this inventory is to help you identify your target market and value proposition. You'll use this to build your service offering and marketing strategy.

1. Who are the customers that usually use my service? _____

2. What are the demographics of my favorite customers (i.e. the type of customer you want more business from)? _____

3. For customers that do repeat business with me, what compliments do I receive frequently (include online reviews)? _____

4. What services, or ways of doing, business set me apart from my competition? _____

5. What can I easily do better than my competition (unfair advantages)? _____

6. What marketing has been most successful in the past (both the channel and message)? _____

Can we help? Send us an email at marketing@aramsco.com with questions. We'd love to discuss your challenges and opportunities!