



## WORKSHEET: Define Your Business & Target Audience

### Define Your Purpose:

What problem are you solving?

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What is your solution?

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### Positioning Your Brand:

What makes you different?

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Why do you do what you do?

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### Unique Selling Point

What are similar companies?

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What do they do that is great?

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What can you do differently?

**Find Your Audience:**

Who is your target audience (age, gender, characteristics,....)?

What pain points are these customers experiencing?

Where is your audience?