Advantage: can charge thank you messages

Small and new business game of the greater bu

Problem: f

— The way to c planning, doing, checking (or studying), and acting along with p

> Want -Types of the Need Demand -

There's nothing Question (2): Why should they buy? distinguished. The more details

better it helps the distinguished.

Close to value propos (marketing)

Question (1): Why should a customer buy from us rather than from our nearest competitor?

PDCA (plan–do–check–act): a continuous loop of

Relating at least a couple of these factors can help

us better construct a strategy to get more

customers.

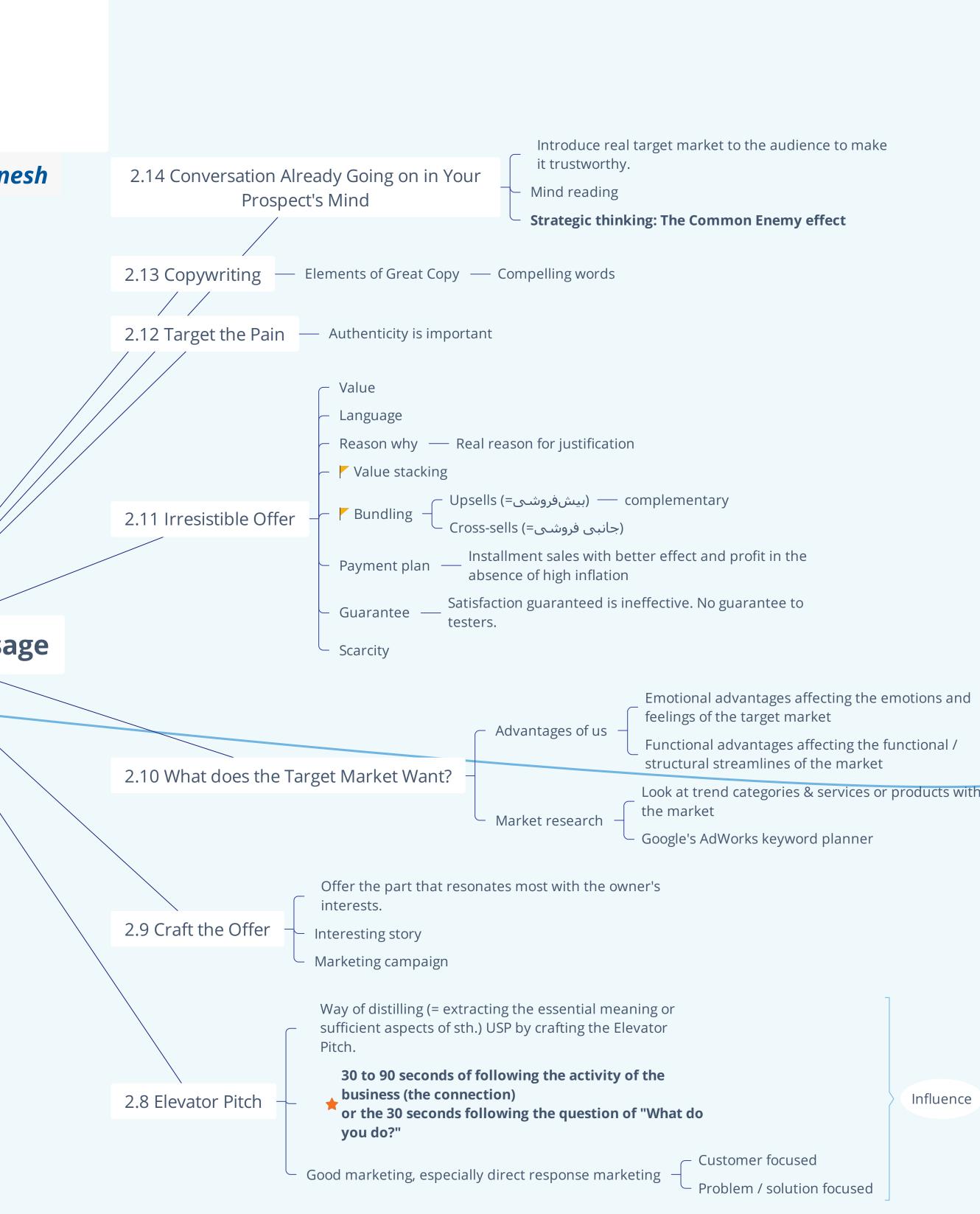
In branding, lowering in failure due to going for considerable to try price necessary).

Developing USP is before a service/product is being sold.

Each content / ad should have only one purpose or _____ Tip: Specify the purpose of all contents, including call to action (CTA). posts, brochures, etc. – Purpose Bestow energy on building communication channels rather than selling.

Focus of ad?

Descriptive name is recommended. Decide if you want to take higher risks for announcing the title and description of your business with a unique name. Increasing in price will change the market, and the	The 1-Page Marketing Plan Book (SHIFT.Camp 2024-2025)
USP promising the lowest price is not always	by Elham Akhlaghi Man
compelling.	\setminus
Offer solutions! — Never have a free coaching meeting.	
Free ideas — Having a signature	
can charge high prices while receiving - 2.6 Be Remarkable while Selling	
ew businesses can not win the cash back greater businesses. Problem: fight against inertia (self), not the competitors	
The way to overcome this confusion is to experience, along with persistency.	
Types of the story behind buying	
– 2.4 Getting into the Mind of Your Prospect	2 Crafting Your Messa
Effect of Waiting	
e's nothing new under the sun, but being guished.	
ore details of the path of the customer, the Tit helps the business to become more 2.3 New / Unique Business guished.	
Sell segments that the competitor doesn't offer.	
alue proposition in business model	
Selling proposition = reason to be sold	
, lowering in the cost stage will result in to going for the alternatives. But, it's e to try price section in marketing (if	
being USP =/= quality or great service	
Expensive Mass Market Mass Market	
Lead Thread – / / / / / / / / / / / / / / / / / /	
Purpose of ad? Start of marketing 2.1 An Accident Waiting to Happen	
Focus of ad?	



Look at trend categories & services or products within Moving from lower levels of need to upper levels approaches our being.

Influence

Question (3): What do you do? Question (4): When and where does the target customer reminds of our business?