

CHAPTER 4 *EXERCISE*

To align your view of your customers and products with a potential buyer's perspective, ponder these questions:

Would a potential buyer agree that your company's demographics align with your business goals? If not, what actions will you take to rectify this perception?

Do you think potential buyers would feel confident in scaling the company based on your current consumer demographic data? If not, what actions will you take to improve your demographic data?

Can you precisely identify your customers and the strategies to reach similar demographics without over-reliance on advertising or sales staff? If not, what actions will you take to enhance your customer identification and recruitment strategies?

What is the specific problem your product solves for its intended customer?

How does your product alleviate your customers' pain points? If it does not, what actions will you take to address this?

In what ways does your product enhance your customers' quality of life? If it does not, what actions will you take to improve this?

How does your product offer transformative value to your customers? If it does not currently, what actions will you take to enhance its transformative value?