

ONE PAGE BUSINESS PLAN: **PART 2**
WORKBOOK

WHAT MAKES YOU UNIQUE &
WHAT IS YOUR MARKETING STRATEGY?

BACELINE
BOOST



WHAT MAKES YOU UNIQUE?

Your value proposition is what your business does better than your competitors. It is the reason your customers choose your service or products and the benefits they receive from supporting your business.



Online reviews and testimonials provide insight into why customers love your products and services and what makes your company unique. This can be helpful in understanding what is setting your business apart.

Evaluate your business and complete the following:

What value do you provide to your customers?

What do you offer to customers that no one else does?

Based on your customers' needs, what problems do you solve for them?

Describe the actions you take to solve your customers' problems.



KNOW YOUR VALUE EXERCISE

Creating value for your customers can boost your brand reputation and maximize your customers' trust in your products and services. Taking the time to understand what benefits your customers value can increase sales and promote customer loyalty.

Evaluate your business and complete the following:

List all the value you provide to your customers:

List all the problems you solve for your customers:

What makes you better than the competition?



THINK...

- We offer drop off and pick up services.
- Our staff is friendly and well trained to answer any questions.
- Our product is made with the highest quality materials and our product doesn't break.
- We are an eco-friendly business.

Condense this information into 3-5 value statements:

- 1.
- 2.
- 3.
- 4.
- 5.



UNIQUE SELLING POINT

When you know what you do and what sets you apart, you can create a Unique Selling Point. It is a single sentence which describes what you do, who you do it for, and what makes you unique.



THINK...

DOMINO'S PIZZA

"You get fresh, hot pizza delivered to your door in 30 minutes or less or it's free."

FEDEX CORPORATION

"When it absolutely, positively has to be there overnight."

AVIS

"We're number two. We try harder."



Prominently feature your Unique Selling Point on your website, make it visible in your store, and include it in your marketing materials. It will command immediate recognition by your customers to know what you do better than everyone else.

List one sentence that describes what you do, who you do it for, and what makes you unique. This is your Unique Selling Point.



MARKETING STRATEGY

An effective marketing strategy communicates with your customers to persuade them to purchase your products and services. Understanding your customer needs and values and providing them with a solution that only your business can deliver will positively impact your bottom line.

Evaluate your business and complete the following:

What channels do you reach out to your targeted buyers on?

What methods do you find to be the most effective in acquiring new customers?

What marketing techniques are most successful in promoting your business growth?

What steps do you take to promote word of mouth advertising?

How do you promote buying local?

How do you measure marketing success?



TYPES OF MARKETING

INBOUND:

What you do to draw a customer in

- Website
- SEO
- Email
- Social Media
- Videos

OUTBOUND:

How you go out after the business

- Tradeshows
- PR
- LinkedIn
- Direct Mail
- Tenant Events



REVENUE SOURCES

Direct Revenue Sources

What products and services do you sell to make money?

List your top 3 - 4 direct revenue sources:

1.

2.

3.

4.

Indirect Revenue Sources

What marketing strategies do you use to sell more of your products and services?

List your top 3 - 4 indirect revenue sources:

1.

2.

3.

4.

TYPES OF REVENUE



DIRECT REVENUE

- Your product / service
- Subscriptions

INDIRECT REVENUE

- Social Media
- Website Organic Traffic
- Content / Blogs / Video / Podcasting
- List Building & Email Marketing
- Referrals / Word of Mouth



KNOW YOUR COMPETITORS

Knowing who your competitors are and how to distinguish your business from them will help you communicate with your target audience and navigate challenges in the marketplace.

Evaluate your business and complete the following:

List your competitors and what products and services they offer.

What are your competitors strengths and weaknesses?

Why do customers prefer your brand?

How do you convince buyers to support your business?

Why would you lose a customer to a competitor?