

IDENTIFY YOUR CORE OFFERS

Step 1:

What sets you apart from the rest of your industry? These are the parts of you (and your business) that are so intrinsic to how you are wired, you couldn't hide it even if you wanted to!

Step 2: Use the next page to list out your strengths and your customer's wants and needs. For help, check out www.414creative.com/core-offers

Step 3:

List out your core offers

BUSINESS SKILLS

**CUSTOMER
WANTS/NEEDS**