

QUESTIONS TO DEFINE A BUSINESS STRATEGY

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Who are your ideal clients?

Describe the ideal clients.

- What are their hopes and dreams?
- What are their challenges?
- What are the economics?
- Where do they live?
- What other brands do they like?

What problems do you solve for your clients?

Their problem is not that they “need a new logo”. Get to the heart of their business problem.

- Why do they want a new logo?
- Slumping sales?
- New product?
- Improve reputation?

What products or services do you offer to solve these client problems?

This is where you define your offering and attach it directly to a potential client’s problem.

Why will potential clients choose you instead of your competitors?

This is one of the biggest and most difficult questions. It’s not as simple as -because my product is better-. You need to present benchmark data and solid arguments to answer this question.

Where can you find your ideal clients?

This requires market intelligence to connect your offer of value to the clients that may need it.

What marketing and sales tactics will you use to convert these clients?

Define a marketing plan. Which channels are you going to use to communicate with your clients?

What information are you going to transmit?

What ongoing services will you offer to retain clients beyond a single project?

There is so much long term value in a client if you can figure out how to solve more problems for them in the future.