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What kind of problem-solver do you want to be for your ideal customer? (Examples of problem-solver types include teacher, guide, expert, magician, doctor, troubleshooter, sage, technician, fixer, and mentor.)

How do you want your customer to feel when they think about you?

How do you want your customer to view your brand compared with competitors?

What will differentiate you from the competition? (Hint: price is seldom a smart way to try to differentiate your brand. Consider what's special about the VALUE you deliver.)