

Homework Assignment #1

The Who, What, Why of You

1. Who You Are

How would you describe your business to a potential client?

2. What You Do

How would you describe your product or service offering?

3. Rephrase

How would you describe the above answers if you were talking to your grandmother??

4. Your Differentiators

What sets you apart from your competition?

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Homework Assignment #2

Target Market

1. Target Market Overview

How would you describe your ideal customer or client?

2. Target Market Groups

Is it possible to group your target audience into segments?

Homework Assignment #3 – Buyer Personas

	Persona #1	Persona #2	Persona #3	Persona #4
Name				
Description				
Goals or Objectives				
Frustrations or Pain Points				
Decision Process				
Decision Criteria				
Marketing Channels				

Homework Assignment #4

Product and Service Offering

1. Offering Overview

Make a list of your product and/or service offering and provide detailed descriptions of each.

	Product or Service Name	Product or Service Description
Item #1		
Item #2		
Item #3		
Item #4		
Item #5		
Item #6		
Item #7		
Item #8		
Item #9		

2. Descriptive Words

Now make a list of the same product and/or service offering but describe each in single words or short phrases.

	Product or Service Name	Product or Service Words and Phrases
Item #1		
Item #2		
Item #3		
Item #4		
Item #5		
Item #6		
Item #7		
Item #8		
Item #9		



Homework Assignment #5 – Offering By Persona

	Persona #1	Persona #2	Persona #3	Persona #4
Name				
What products or services would this persona purchase?				
What words or phrases might this persona use to describe your products or services?				

Homework Assignment #6

Competitors

1. Traditional Competitors

Who do you consider to be your top competitors?

2. Online Competitors

Who do you consider to be your top online competitors?

3. Top Industry Websites

Who do you consider to be authoritative websites within your industry?

Homework Assignment #7

Keywords and Phrases

What do you consider to be the top keywords and/or phrases for your website? Or in other words, what phrases would like to show up for in organic search?

Notes: Don't think about the phrases beyond simple documentation.