



## Marketing Worksheet

**Use this worksheet to help you gain more clarity about your vision, so that you can more easily market your product/service.**

**List 25 answers each to the following questions. You may find that some of your answers repeat and that is ok, but try to get as many different answers as possible to expand your thinking.**

**\*Use the answers to the following questions to help you create marketing copy and content and know how to speak in your ideal client's values\***

1. Who are my ideal clients?
2. What are the benefits to my clients for receiving my service?
3. What is unique about me? (You can add to the answers you wrote in the Vision worksheet)
4. What are the advantages of receiving the service from me versus someone else?  
(Remember, no one provides the service in the exact way you do! Own it!)
5. How can my clients utilize my service and the results of my service in all areas of their lives?
6. What is the ripple effect for my clients because of my service?
7. What is the ripple effect for me because of offering my service?