

Creating a Business Plan: 3. What am I selling?

What is my product? Summarize product types in keyword phrases.

- _____
- _____
- _____
- _____
- _____

What do I want to try to make and sell in the future?

- _____
- _____
- _____
- _____

What experiences, values, or emotions am I selling via my product and brand?

Check all that apply.

- | | | |
|--|--|--------------------------------------|
| <input type="checkbox"/> Trendy | <input type="checkbox"/> Happiness | <input type="checkbox"/> Humorous |
| <input type="checkbox"/> Glamorous | <input type="checkbox"/> Useful | <input type="checkbox"/> Time-saving |
| <input type="checkbox"/> Budget-friendly | <input type="checkbox"/> Luxurious | <input type="checkbox"/> Durability |
| <input type="checkbox"/> Eco-friendly | <input type="checkbox"/> Family-friendly | _____ |
| <input type="checkbox"/> Practical | <input type="checkbox"/> Healthy | _____ |
| <input type="checkbox"/> Stylish | <input type="checkbox"/> Safety | _____ |
| <input type="checkbox"/> Versatility | <input type="checkbox"/> Uniqueness | _____ |

Based on my answers above, what language should I use to sell my products?
