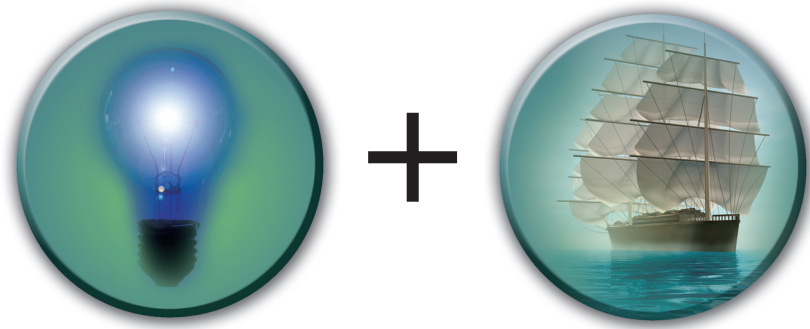


THE “BRIGHT” IDEA



If you can't express it and define it we can't help you market and support it. Use the space as the starting point for defining your business concept.

What is your business idea?

How did you come up with it?

What excites you about it?



CRYSTAL CLEAR

MAKING IT EASIER TO SEE



In order to help you market effectively, your idea needs to be clearly understood, especially why it can be competitive in the marketplace.

Is yours a retail, service, manufacturing, distribution, or internet business?

What industry does it belong to?

What products or services do you sell?

What improved features/services or added value do you provide? What makes you unique or special?

Who do you see as your potential customers?

What is your marketing and sales strategy?

Which companies (or types of companies) do you think of as your direct competition, including alternatives?

Core business goals?

Core financial goals?



STANDING OUT GETTING NOTICED



To stand out from the rest you will need a clear strategic distinction between yourself and the competition. This is called your strategic position. Consider the following as you answer the questions below.

- Serving a specific niche in the market
- Unique features of your product or service
- Exceptional customer service
- Price
- Convenience, or
- Anything that significantly distinguishes you from others who offer similar services or products (first is better than best).

What do you think will make customers buy from you instead of your direct competitors, including alternatives providers?

What is your strategic position?

How is it significant enough to stand out from the rest of alternatives in the marketplace?

