



Homework Assignment #1

The Who, What, Why of You

1. Who You Are

How would you describe your business to a potential client?

Answer... Please be as verbose and descriptive as possible.

2. What You Do

How would you describe your product or service offering?

Answer... Please be as verbose and descriptive as possible.

3. Your Differentiators

What sets you apart from your competition?

Answer... Please be as verbose and descriptive as possible.