

# Understanding Your Business at a Glance

**OBJECTIVES:** In the first half of this worksheet, we'll outline your business model using the "4 P's of Marketing" framework by E. Jerome McCarthy in his 1960 book, "Basic Marketing: A Managerial Approach." In the second half, we'll identify your ideal client segments, industry information, relevant search terms, and existing content options.

## DEFINITIONS:

- **Product:** What your company sells. The product is what you make available to the consumer. Needs to fulfill an existing consumer demand.
- **Price:** How much do you charge clients for the previously determined service? Price should be related to the product's real and perceived value and your operational costs.
- **Promotion:** How your services will be marketed and advertised. This is the content marketing, social media, SEO, and unique value-based messaging we're developing as part of our project.
- **Place:** Where you will sell your service and how services are rendered to the client.
- **Segment:** A portion of your market grouped by similar characteristics like region, lifecycle, or preferred communication preferences.
- **Primary Industry:** A group of businesses that offer similar products or services. I.e., "healthcare, automotive, advertising, entertainment, etc."
- **Research/Search Method:** How people within these industries find information or seek answers.
- **Job Titles:** The most common names or designations of decision makers.
- **Pain Points:** The specific issues your ideal clients encounter within their business day-to-day.
- **Search Terms:** The word, phrase, or question commonly typed into Google, Gemini, ChatGPT, etc.

## Your Business Model: How It All Works

Service Type (Product)	Description	Rate / Fees (Price)	Marketing Channels (Promotion)	Service Location (Place)
<i>I.e. a half-day seminar, workshop, lesson plan, narration video</i>	<i>Half-day seminar for voice actor coaching (max 10 students)</i>	<i>\$150/hr</i>	<i>E-newsletter ads in subscription, website, blog posts, and LinkedIn articles.</i>	<i>In-person at a reserved hotel conference hall</i>

## Your Prospective Client Overview

Segment	Primary Industry	Research / Search Methods	Job Titles	Pain Points	Search Terms
<i>I.e. HR Department Heads in Healthcare</i>	<i>Healthcare</i>	<i><a href="#">SHRM</a>, <a href="#">HR Executive</a>, <a href="#">Human Resources Today</a>, <a href="#">Training Magazine</a></i>	<i>Director of Human Resources, Onboarding Program Manager</i>	<i>Constant changes in regulatory requirements, slow turnaround in training materials</i>	<i>How to gamify onboarding, effective onboarding programs, employee onboarding engagement</i>