

The Marketing Minute

Week 1 - "Confused Buyers Don't Buy"

- ✓ **Who you help:** _____
- ✓ **What problem do you solve:** _____
- ✓ **How do you help:** _____

Notes:

Examples:

"DeMado Designs creates beautifully effortless living for busy families and businesses through event planning, home + office styling, and custom brand designs—so life feels calm, cohesive, and easy." - KD

"Little Sleep Wonders is hands-on, gentle sleep support for babies, children, and adults—supporting you every step of the way to more restful nights." - TC

"Mindys Munchies is handcrafted chocolates, candy gifts, and party events made for gift-givers, party planners, and life's sweet celebrations." - TM