



## GETTING STARTED ONLINE - PREPARATION SHEET

### The idea

What is your Unique Selling Point / your single-minded proposition?

e.g. If you could be known for one thing what would it be?

### Your identity and brand:

Who are you? What do you stand for? Why should I trust you?

Describe your story behind your idea. What are your credentials?

Which single words would you use to describe you/your brand?

Create a list of words (or short sentences) that you want people to know / feel / experience about your product and company. E.g Friendly, Informative, Professional, Chatty?



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How do we substantiate these statements?

What evidence do you have (case studies, testimonials, images, information) that supports all the lovely things we are saying about your product, service and brand. This could also include processes that show how simple it is to use your product, service, website, returns etc.

### Your proposition:

**Define your product and proposition.** What do the public know about the product or service you are offering?

Is it familiar or do they need to learn more about it?

- If yes – how are you different? Why choose you over the competition?

- If no – what pain point does it relieve? What dream does it fulfil? How is it better than what I've done before?



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### You and the Market

How do you get your business?

- ✓ Where does your business come from now?
- ✓ Where do you want it to come from in future?
- ✓ Do you get more loyal customers through a particular channel?

What is the main purpose of your site?

What do you want it to deliver?

What does a customer want from it?

e.g. drive business, provide information etc, make bookings, attend an event?



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### The Competition

Who are your direct competitors?

List your direct key competitors names:

- ✓ What is their proposition?
- ✓ What is their pricing?
- ✓ How do they reach their audience? Is there a channel opportunity that you can exploit?

Your indirect competition

Who or what else might your product / service be competing against? For example, if you have a Go-Karting business and are targeting corporate off-site days, you will be competing against other Karting businesses as well as other off-site ideas such as 'activity centres'



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### The Target Audience – who are you trying to reach?

What does a typical customer look like?	Is there a specific age, gender, income level?
What would they be typing into Google?	What keywords and phrases might they use? What are those your current customers use when talking to you?
What media/channels do they 'consume'?	Web, Email, Messenger – which social channels?
What do they read? How are they influenced?	News, online articles, blog posts, tweets, reviews
Is your location as a supplier important?	Are people looking for this product/service locally?
What additional services might they / do they want?	After they have bought your product or consumed your service, what else might they need or use?



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### Create personas

It's likely different types of people will be searching for your product. So create 'personas' to help you think about their customer journey e.g.

Tim, 35, professional worker, reads the telegraph, likes to do a lot of research before purchasing.

Katie, 19, student, active on Facebook, Twitter, TikTok, influenced by Social Media icons or celebrities, will try a product based on their endorsement, so quick 'click to buy' is best.