

Stretch task #2 (Chapter 1, p29)

- Pick three people in your target audience
- Ask them to describe what you do (if they're already aware of you) or ask them to look at your website/socials and then describe to you what you do, and what you have to offer.
- Keep your questions neutral. For example: *How would you describe this?* or *What do you think this means?*
- Identify gaps. Explore language. Close gaps

Target customers (3)	What do you think my business does?	What products or services do I provide?	Gaps identified?

Further examples of questions:

- If you had to describe my business to a friend what would you say?
- Why is that do you think?
- How clear is it what types of products and/or services I offer?
- Which offer stands out to you? Why is that?
- What do you think [insert as appropriate: webpage, product description] means?