

# Marketing the offering

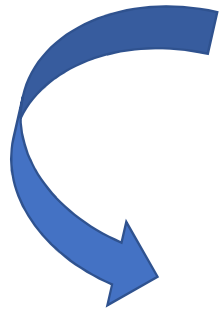
*Make sure the value proposition conveys value in the short-term*



How are you making buyers's life better? Stay focused on the product/service. Provide product/services that make the buyer feel special. Curiosity and good intentions are not enough to grow your customer base or have repeat buyers.

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*Study and understand your costumers*



Conduct market research. Ask yourself: How many people do you want to reach? How will you reach people?/how will they found out about you? Who are you serving (market segments)? Where? Which prices?