



# Finding Your Customer

	<b>CUSTOMERS</b> Who pays for your product or service?	<b>END USERS</b> Who uses your product or receives your service?
<p><b>WHO</b> How do you describe your customer? <i>Can you think of a specific type of person and describe things you know they do or consume?</i></p>		
<p><b>VALUES</b> What do they care about? <i>On what basis do they make purchasing decisions? Can you think of something specific you've heard them say?</i></p>		
<p><b>DISTRIBUTION CHANNEL(S)</b> Are you selling wholesale, directly to the consumer, or another way? <i>Who gives you money for your product? Do they use the product or sell it? How does the product get to the end user(s)?</i></p>		
<p><b>BRANDING AND PACKAGING</b> What should your product look like? <i>How does it stand out and attract your customer?</i></p>		
<p><b>MARKETING</b> How will you get your customers' attention? <i>How do customers learn about your product?</i></p>		

