

HOW TO COME UP WITH AN IDEA FOR A BUSINESS - CHECKLIST

Who are my customers?

- Find Your Niche** - find the small group of people who want what you are selling, can afford to buy it now and will tell everyone how great it is.
- Not Everyone** - not all customers are right for your business. Some customers don't really fit with your offer. They will demand that you make expensive and time-consuming changes.
- Keep It Simple** - define one type of ideal customer to begin with.
- Who Are They?** - think about gender, age range, occupation, mindset, family, lifestyle, financial situation, etc
- Where Are They?** - What media channels do they consume? Which social media platforms do they engage with? How can you get your product in front of them?



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What problem do they have?

How do I solve their problem?

- Completely Original Isn't Always Best** - there is nothing wrong in choosing a well-proven product or service to go to market with.
- Point of Differentiation** - you can differentiate across many factors including design, functionality, and price
- Cheaper Isn't Necessarily Better** - reducing the quality of materials, design and functionality of the item can allow for a reduction in price.
- Disrupt It** - create a solution to a problem via a novel method that opens a new market and has the benefit of being first with no competition.
- Being First** - also requires you to explain why your solution works at all, not just how it looks better, has more features, or is cheaper than the alternatives.
- Build Your Value Proposition** - put your offer into words for your potential clients. Made up of your ideal client, their problem, your solution and your why (driving purpose).

- Relieve Their Pain** - people don't want dirty clothes so they buy a washing machine.
- Competing Option or Brand New?** - are you solving a problem that already has solutions?
- Identify The Problem** - even selling scented candles solves a problem.
- Review Product-Market Fit** - the problem that you are trying to solve should match with one faced by the ideal customer. If you refine the problem then review your ideal customer.

About Us

SwiftCase helps thriving businesses, swamped by growing demand, automate and organise, to focus on what matters.

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