

Priscilla Okechukwu Mentoring Experience Worksheet

MODULE 1 - Housekeeping

1. Define who you are and what your brand /business does.

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2. List 5 values that define you and your brand/business.

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3. Using Age, Location, Income and Occupation, describe your ideal customers.

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4. Using their pain points, struggles, fears and desires, describe your ideal customers.

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5. List 5 results your product/services help your ideal customers achieve.

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**6. State 3 Unique Selling Points of your brand/business.
That is, what differentiates your brand from others in your
niche?**

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