

Engage Clients

Pick a typical best client

In the left hand column list
that client's needs.

In the right hand column list your
product's strengths

Client needs	Your strengths
<ul style="list-style-type: none">••••••••••	<ul style="list-style-type: none">••••••••••

Now draw lines to connect a particular strength to the need that it applies to.

Describe your product or service highlighting these connections
