

Diaper Decisions Marketing and Advertising Worksheet

1. How would I describe my ideal customer? What qualities would I avoid in a customer if at all possible? What is my target market?

2. Since I am not only selling a product, but a lifestyle, what qualities do I want to look for in someone that might not be in the market for my products, but would be receptive to listening to a new idea?

3. How do I feel about the design of my current website? If I could dream up the perfect site, what would it look like?

4. Does my site focus only on selling product, or does it also offer visitors an opportunity to learn more about the business I am in? Am I educating or just retailing?

5. What do I want to learn about SEO or search engine optimization?

6. How many variations of my business name can I think of? How many spellings? Are any of these domain names being used right now?

7. What kinds of business cards do I currently use? Do I want to change them? How much can my business afford right now on printing and graphics services?

8. What ideas for using my business card am I comfortable with? How many should I carry with me on outings? Where will I keep them?

9. How do I take pictures of my products? Am I happy with the photo equipment I have and I do have the right software to modify my pictures? What kinds of things would I like to learn to do to make my pictures “pop?”

10. Where do I want to start my advertising locally? How much do I want to spend? What is the name of my local newspaper? What are the ad rates for regular classifieds...for display ads?

11. What kind of web advertising would I be interested in pursuing?

12. Am I listed in my local phone book? Who do I need to call to get listed? Under which headings should I list myself?
