

What prior experiences do I have with Small business, Think;

- Industry
- Region,
- business size
- Family business

Where can I see myself consistently involved with business?

Community groups, regions, industry events,

What am I most passionate about when working with businesses:

Is it problem solving, helping business grow, helping struggling business, educating business owners, making the complex simple etc.

My primary target industry is...	
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Avatar

What does the typical person in my target market look like?

Age?	
Sex?	
Where do they live?	
What are their goals/ what do they aspire to be?	
What frustrates them?	
What do they value?	

Problem/Solutions

[illegible]

What is your Unique Selling Proposition?
