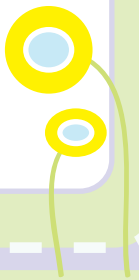


# mini marketing makeover

worksheet 1: products

{day 3}

Get honest. Pull out your worksheet from day 1. Do your products reflect your personality? Do you see the commonalities you listed on day 1 when you look at your products? Are you using your strengths? If not, your products might need the makeover--not your marketing. If your products do reflect your personality, how do they reflect it? What makes them unique from other products in your niche? What changes could you make after researching how other people set themselves apart yesterday?



Read your last 5 product descriptions. Do they sound like everyone else's descriptions or do they sound like you wrote them? Will your product descriptions catch people's attention or bore them? How can you add more flair and personality to your product descriptions?

Read your profile and policies in your shop. Are they interesting? Do they incorporate what makes you and your business unique or do they sound corporate? If they sound vanilla, jot down some ideas for adding sprinkles and hot fudge to make them more appealing: