



## ONE GOOD TURN...

<b>MY COMPANY</b>	WHAT do we do?	
	HOW do we do it?	
	WHO do we serve?	
	WHO we are	
<b>MY OUTPUT</b>	DEFINE CUSTOMER ISSUES	
	UNIQUE SELLING POINT	
<b>REVENUE</b>	PRICING STRATEGY	
	INCOME STREAMS	
<b>MARKETING</b>	CUSTOMER MESSAGES	
	REFERRAL TACTICS	
<b>COMPETITION</b>	COMPETITIVE OFFERS	
	OUR COMPETITIVE ADVANTAGE	