

**BE STRATEGIC,  
BE INTENTIONAL,  
BE SUCCESSFUL**

A Business & Marketing Guide for Small Businesses,  
Nonprofits and Entrepreneurs or  
Anyone Who LOVES Marketing

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## **CHAPTER 8**

### **PRODUCTS & SERVICES**

In today's world, there are lots of things competing for our attention and our pocketbooks. A person can often find many options to meet their needs so it's important to ensure that your products and services stand out above the rest.

Businesses that start with the foundation before the stuff take time to check out the competition. They see what the competition is doing that is good to incorporate and what could be done better, as well as assess price. This is part of the business/marketing plan process we looked at earlier. Another part of the business/marketing plan process is doing a SWOT analysis which identifies the strengths, weaknesses, opportunities and threats of the company.

In my *Magnify Your Marketing* program where businesses put together a plan for their business, it's neat to see how the products and services originally thought of are adapted based on the company's strengths and weaknesses and based on what is learned from the competition. When I started my business, for example, I learned that one of my strengths is helping people with big picture thinking. I also learned that one of my weaknesses, or things I don't like, is continually keeping up with all the changes in social media and doing graphic design work. As I assessed my competition to see what other businesses were doing, I realized that there were plenty of amazing graphic designers out there and social media experts who liked to keep up with the frequent changes. At that point, I decided that I would no longer assist people with graphic design or social media services and would instead focus on what I did best, helping people be strategic and intentional through big picture thinking.





