



ONE GOOD TURN...



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