

BRAND YOUR NAME

Entrepreneurship workshop

Handbook



**What do customers buy? VALUE FOR THE CUSTOMER**

In this workshop we discuss the customer’s need driven business. This kind of business relies on the actual experience of the customer rather than on brilliant idea for the product/service of the owner. What’s the difference?

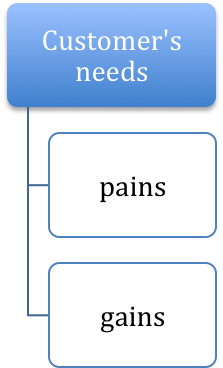
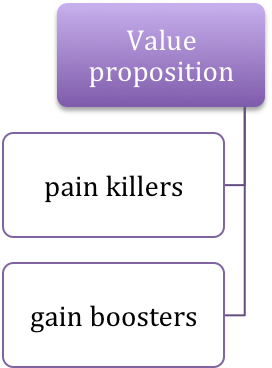
People have vast amounts of business ideas, but only few become a success. This may happen because people don’t really need what the company offers, and are reluctant to even try, or they gladly use it, as long as it is free. People are not willing to pay for some product/services, even though they believe they are good and/or doing good job. You can imagine how unfortunate it is for business that was set to deliver this particular product/service.

Companies set to meet customer needs wonder what the customers buy. There are many areas that are valuable to the client:

* The function of the product and its suitability to meet the needs and expectations of the customer,
* Pleasant experience before, during and after the purchase of the product,
* Ability to adjust the shape, size, colour of equipment, etc.,
* The ability to buy a product exactly when the customer needs it,
* Convenient delivery of the product to the place that customer find convenient,
* Information about the product provided in places where the customer visits and can read it conveniently,
* A sense of security related to the company's reputation and credibility,
* Emotional and aspirational features of the brand image.

Different areas of value are important to customers and influence their purchasing decisions.

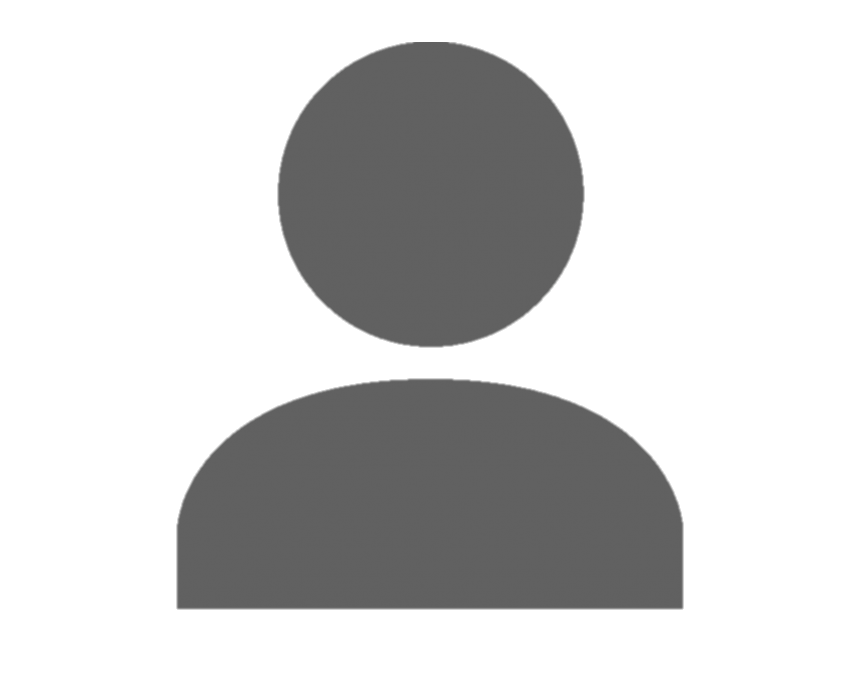
COMPANY’S OFFER



**CUSTOMER’S PERSONA**

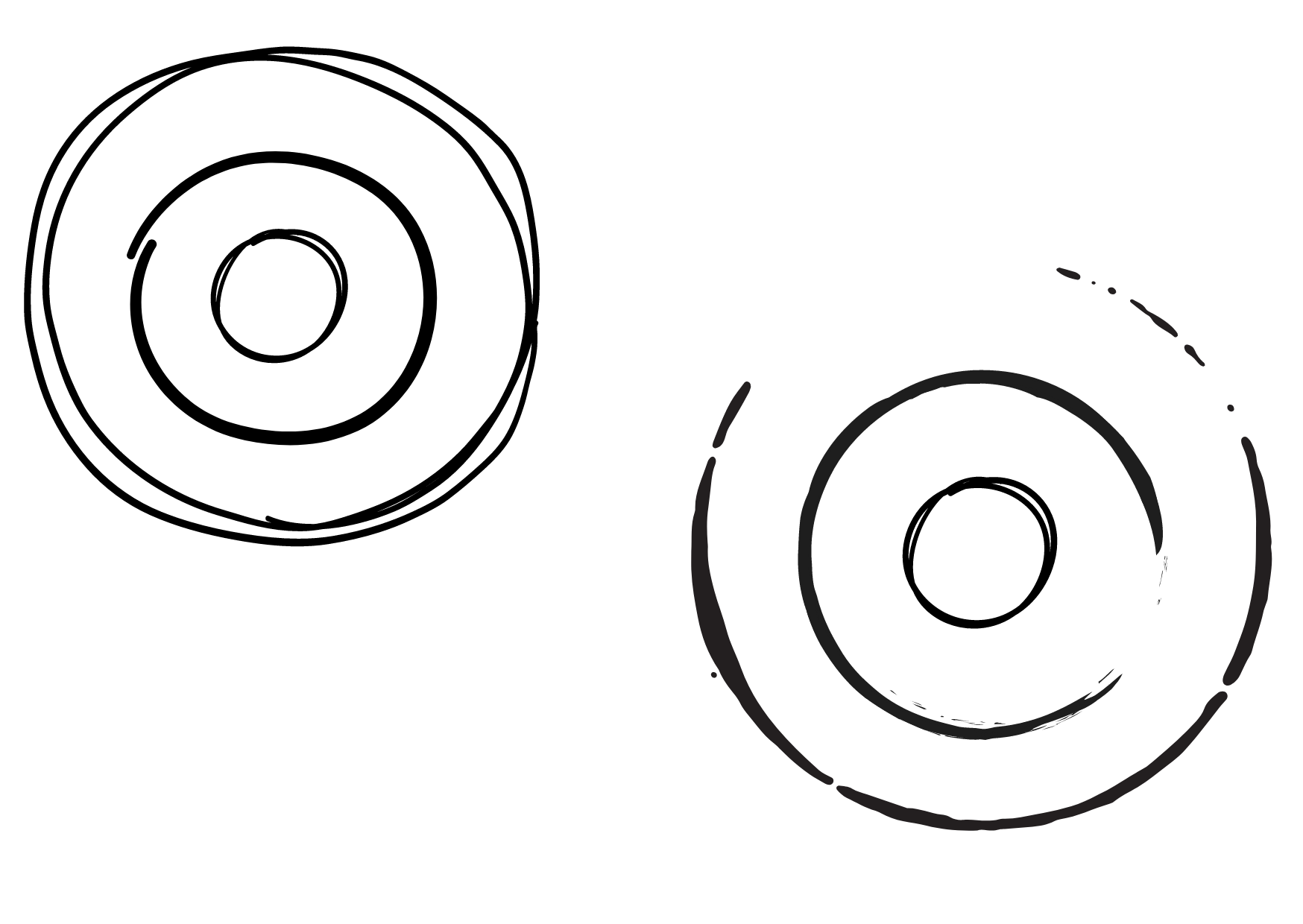
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| --- | --- |
| **HAL9001:Users:magdalenakoziol:Downloads:30-307416_profile-icon-png-image-free-download-searchpng-employee.png** | **Demography**  What is their name? How old? Does they have a family? Where they live? What is their education? |
| **Work**  What is their profession? What position do they work in? What industry? What are their goals? What's important at work? What are their ambitions? | **Behaviour**  What do they drive to work? What sports do they play? How do they relax? What are the fixed points in their schedule? |
| **Places they attend**  What social media do they use? What online and offline media do they use? Where do they spend his free time? Who do they meet? What events do they attend? | **Desires and challenges**  What do they want in life? What are their needs? What do they like? What are they afraid of? What do they strive for? What do they try to avoid? What's important in life? |

**EMPATHY MAP**



|  |  |
| --- | --- |
| What does the customer SEE? | What does the customer HEAR? |
| What does the customer  THINK and FEEL? | What does the customer  SAY and DO? |
| Pains  (fears, frustrations) | Gains  (desires, needs, longings) |

**BEGIN WITH WHY**



WHY

HOW

WHAT

EWA MICHALAK

WHAT ………………………………………………………………………………………………….

HOW ………………………………………………………………………………………………….

WHY ………………………………………………………………………………………………….

MY BUSINESS

WHY ………………………………………………………………………………………………….

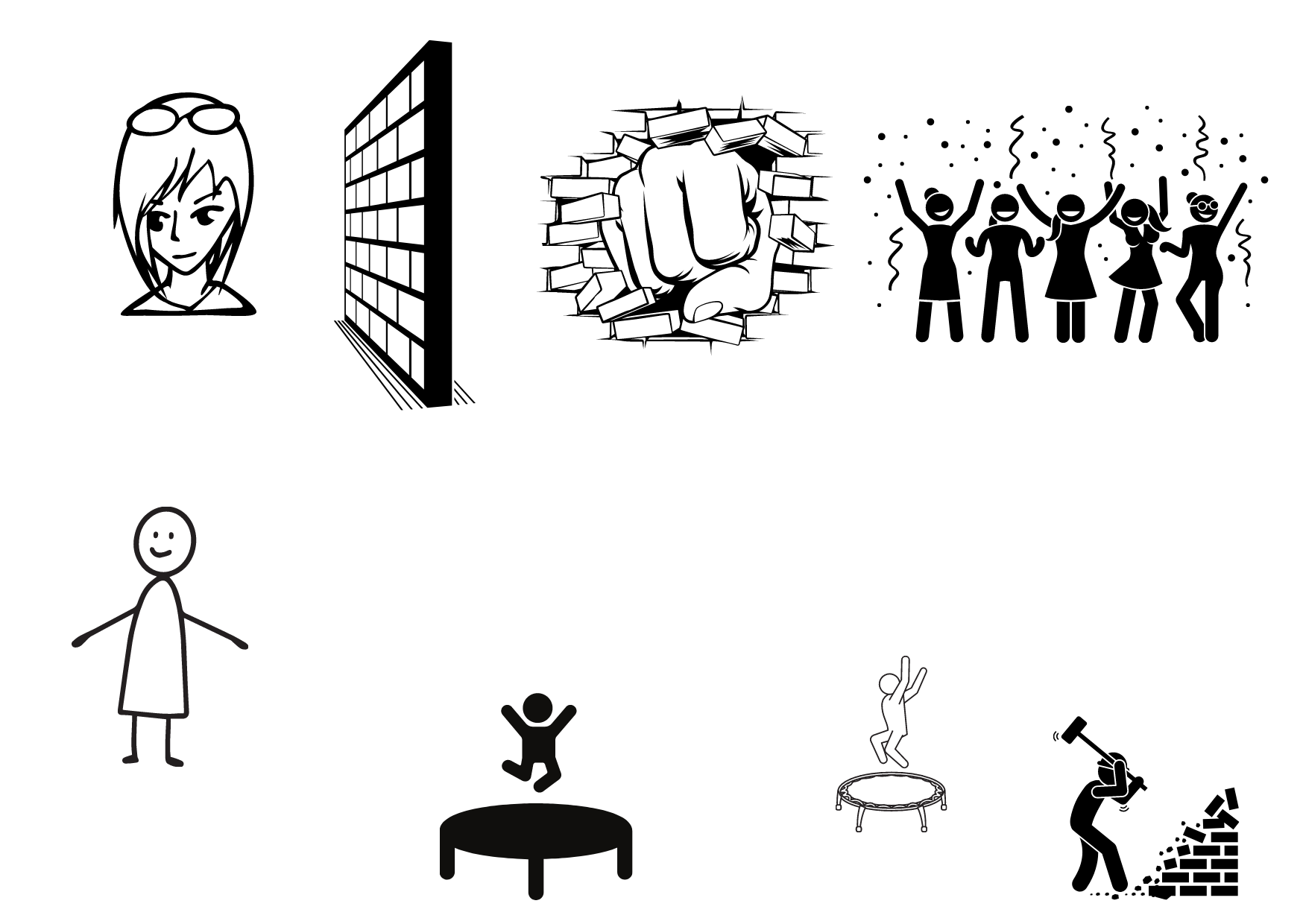
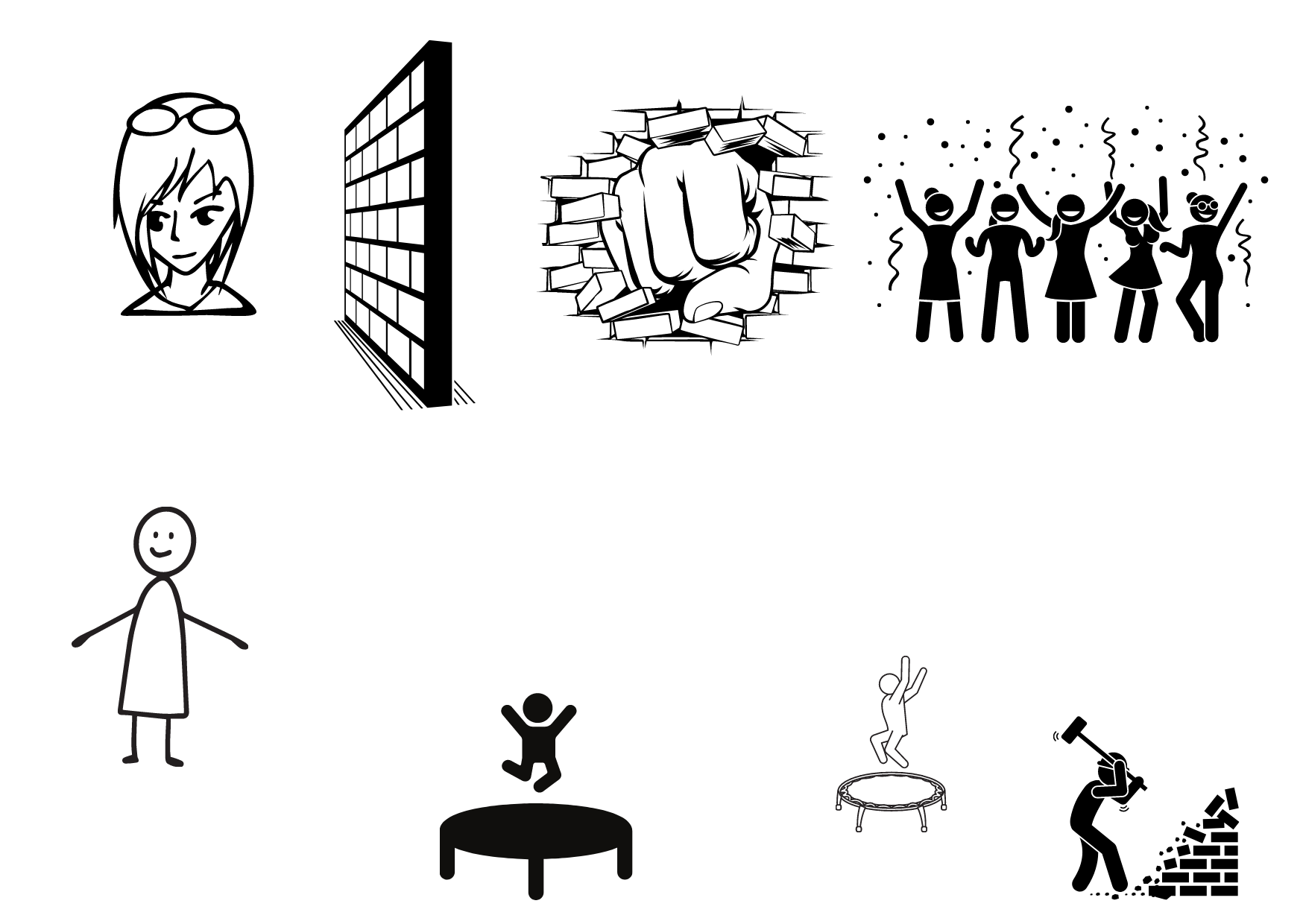
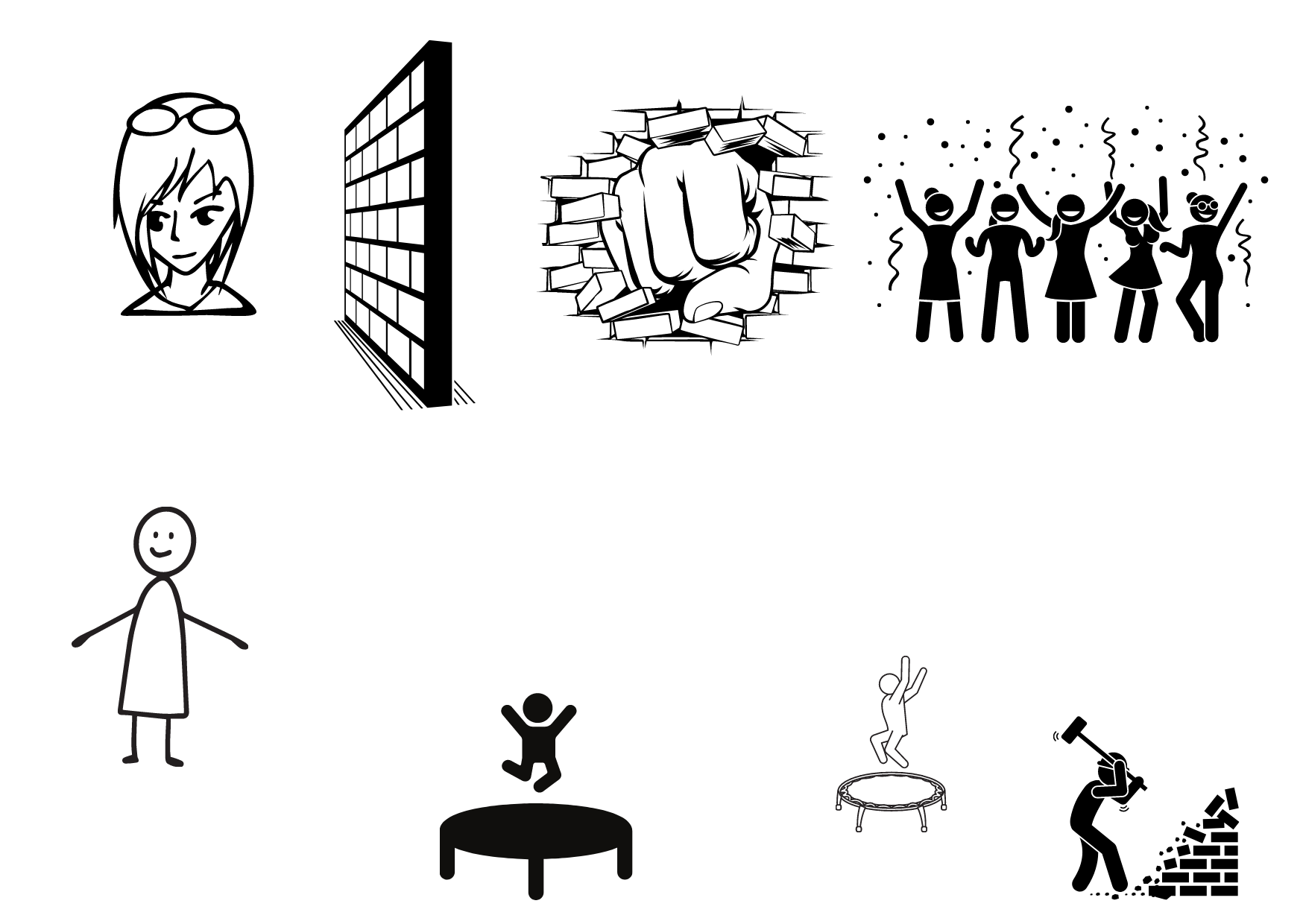
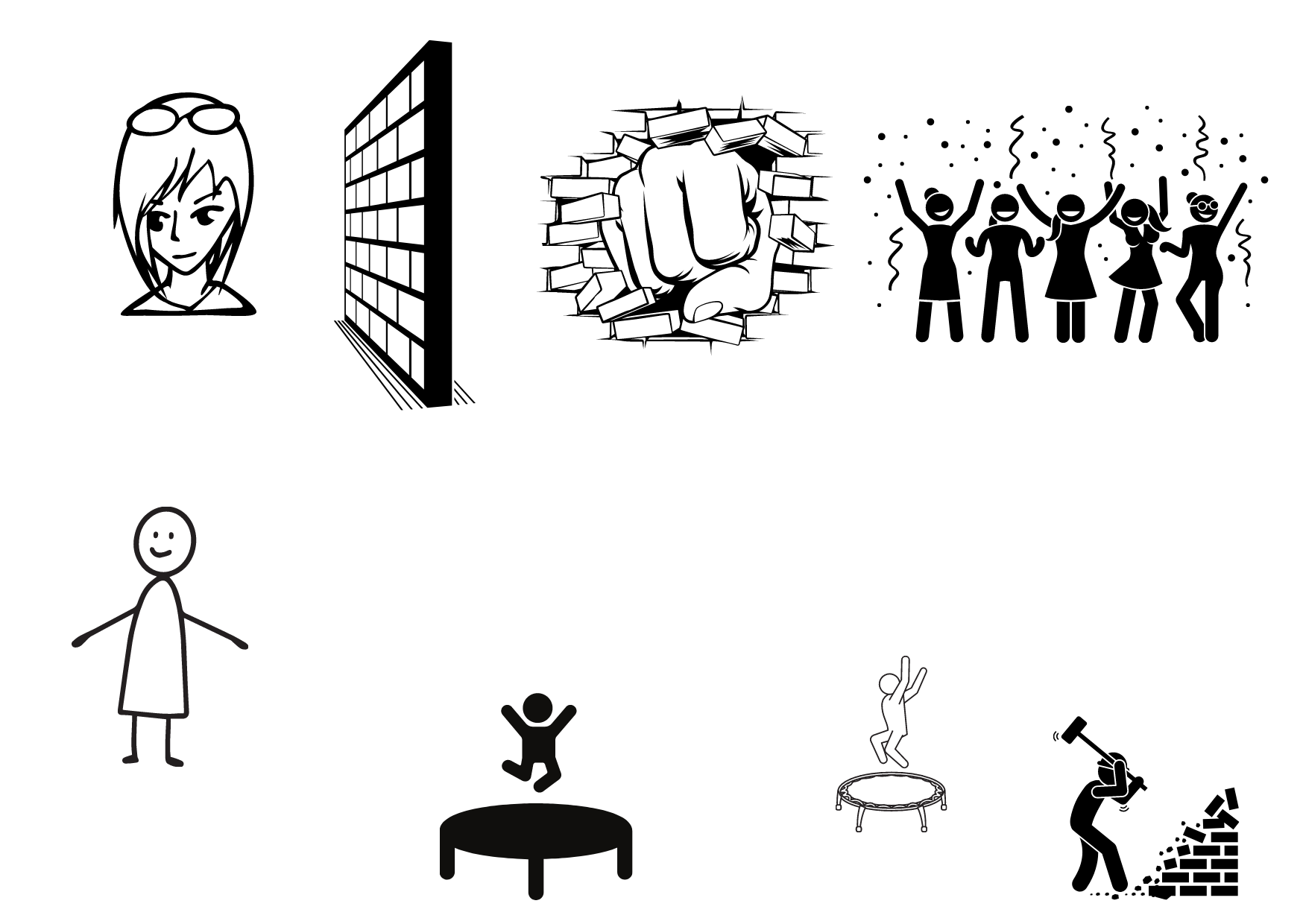
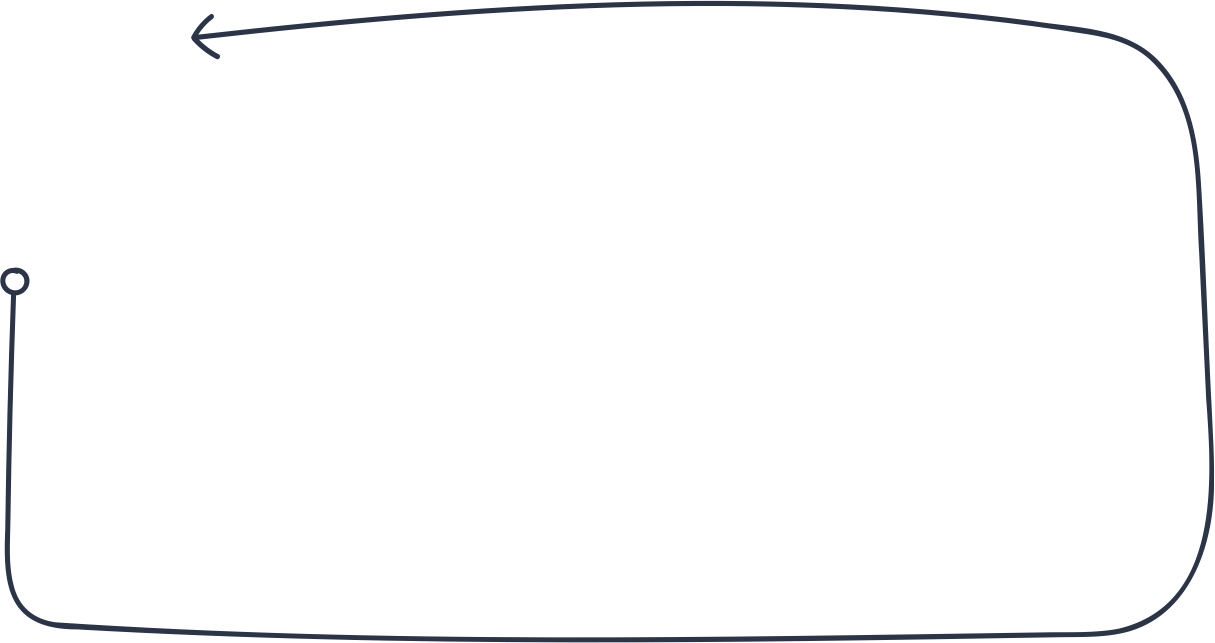
HOW ………………………………………………………………………………………………….

WHAT ………………………………………………………………………………………………….

**ARCHETYPES**

**STORY’S STRUCTURE**

The Hero



Change / Prize

The Way

Obstacle

**CREATIVITY DRILL**

Tell how old you are without using the number.

Tell your hair colour, without using the name of your hair colour.

Write what you like to do the most without using the name of the activity.

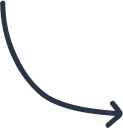
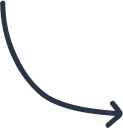
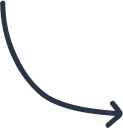
Write why you want to have your own company without saying that you want to have your own company.

Describe one activity you love to do. Use as many colours as possible in the description.

Think about a situation or event that was groundbreaking for you and made you realize that you want to have your own business. Describe the situation in as few sentences as possible to show its essence. Let this be a story that shows us why it matters without telling us directly.

Choose the person who influenced who the most and describe how they influenced you. What situation comes to your mind? Describe it with suggestive images and as few words as possible.

**THE STORY OUR PRODUCT TELLS**



The Hero

Obstacle

The Way

Change / Prize