

# How well do you understand your own business?

How do your potential customers are looking for your business? If you don't even know your business, what about your potential customer! The best thing to do: Write it down! So many businesses owner assume that they understand their business yet they really don't.

Your goal is to understand really well how about your business & your customers think: what are your true problems, how do you attempt to solve them, and how do you fit into the solution?

There are the 8 main problems business owner usually do not know when addressing to their potential customer: