



MODULE 4-3: IDENTIFYING YOUR MARKET PROBLEMS AND ISSUES

KEY POINTS

- Market problems are necessary to identify

QUESTIONS TO CONSIDER

- How does your market problems relate to your purpose?
- What are the problems that exist in the market place in relation to your ideal customer?
- What is the overall perception of your industry in the market?
- What are the issues in your market?

ACTION ITEMS

- Identify issues in the marketplace and step back and see how it makes you feel
- Allow your subconscious mind to come up with new thoughts
- Do this when you are confident and balanced