

# Defining Your Business Product

Before you write your first word in business communication, you need to know who you are as a business. Whether your business product is a physical product or service, defining it is not as simple as it sounds.

The following guide may help frame your definition. If you have multiple products and services, use a separate form for each.

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## What product/service do you offer?

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| <b>Product/service name</b>   |
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| <b>Product/service description</b>  |
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| <b>List of features</b> (product/service facts -e.g., dimension, push button, glare-free) |
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| <b>List of benefits</b> (how it helps customers-e.g., increased productivity/web traffic) |
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# Defining Your Business Product (continued)

## What makes your business/product/service different? (continued)

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| <b>Personal experience skills</b> – e.g., Sports developed team-building, volunteer work |
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| <b>Attitude/Traits</b> – e.g., Dedicated, hard-working, reliable, responsible            |
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| <b>Delivery</b> – e.g., On time, as promised, validating testimonials                    |
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| <b>PRODUCT/SERVICES DIFFERENCES</b>  |
| e.g., 24-hour turnaround, lower cost, better results (quantify)                          |
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