

# THE ENTREPRENEUR BLUEPRINT

A Monthly Newsletter For Women Entrepreneurs



## How To Market Your Product

By Sisterhood In Solidarity

The key to marketing your product or service is to articulate the problem it solves.

As entrepreneurs, we understand that you have worked hard and are excited about the product/service you have created. However, your customers won't give you a dime of their hard-earned money based on this factor alone.

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## The key to marketing your product or service is to articulate the problem it solves

by *Sisterhood In Solidarity*

Solution selling is a sales methodology wherein entrepreneurs consider the needs of the consumer and recommend products or services that can best solve their problems. Remember that consumers search for solutions to their problems, not products. If consumers can't ascertain how their problems could be solved or the benefits they will gain from buying your product or service, they will simply purchase the item from somewhere else.

Here are a few **Valuable Entrepreneur Tips (V-E-T)** for implementing this marketing tip:

### 1. Understand The Consumer's Problem

Begin by understanding the pain point or challenge that your potential customers are facing. What problems are they trying to solve. What needs or desires do they have. This insight will guide how you market your product or brand.

### 2. Other competitors sell the same items you do. Why should I choose you?

Once you understand the problem or challenges of your targeted audience, focus on creating strategic content that highlights the benefits your product or service offers. Emphasize how your product/service is different or better than your competitors. Instead of listing the features of your product/service, focus on the benefits and outcomes it brings. Articulate how your product alleviates a particular problem.

### 3. Address Any Potential Objections or Imperfections

Anticipate any potential objections or concerns your targeted consumers might have and address them proactively. This shows that you've thought about their hesitations and have solutions in place.

### 4. Connect With Your Audience Emotionally Using Sensitivity

Connect with your audience emotionally. Tap into their aspirations, fears, hopes, and desires. Emotional resonance can make your solution more relatable and appealing to consumers



## EXECUTIVE DIRECTOR'S MESSAGE

Remember, customers are often more interested in how your product can improve their lives rather than the specific features it offers. By focusing on the solution your product provides to their problems, you can create more engaging and persuasive marketing messages.

Can you answer why people should choose you over your competition? If not, DM Sisterhood In Solidarity on Facebook or send us an email at: [support@sisterhoodinsolidarity.org](mailto:support@sisterhoodinsolidarity.org) to ask questions. "Train your mind to believe that you can do anything."