

How To Apply Big Brand Social Media Tactics To Your Amazon Business

Share what makes your business stand out:

Let's create a value proposition, which is a clear and simple statement that describes the benefit your product will provide to your target market.

Your value proposition should have three main parts:

- Why should customers buy your product?
- What are you selling? This should be your product or products.
- Who is your target audience?

Write your value proposition here:

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What is unique about your product?

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What motivates your typical customer?

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Who would benefit from your product?

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How would you describe your business in 3 adjectives?

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