

*Imagination is more important than knowledge. For while knowledge defines all that we currently know and understand, imagination points to all that we might yet discover and create.*

*Albert Einstein*

To prepare you for creating your web site content, it is important to take a few moments and think about your business strategy. Whether you sell products or services, you should be able to articulate what you sell, who you sell it to, how you benefit your customers, and why you are better than the competition. This can be tough – but it is well worth the effort if these points come out later in your web site content.

- 1 What are the Products and/or Services?
- 2 Who is the target market?
- 3 What is the major problem that the product or service solves?
- 4 What are the benefits that this product or service gives the customer?
- 5 How much does it cost?
- 6 What is it that makes this product or service so irresistible? Why is it worth more than the money?
- 7 What makes it better than the competition?