

# Business Define

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## Business Personality

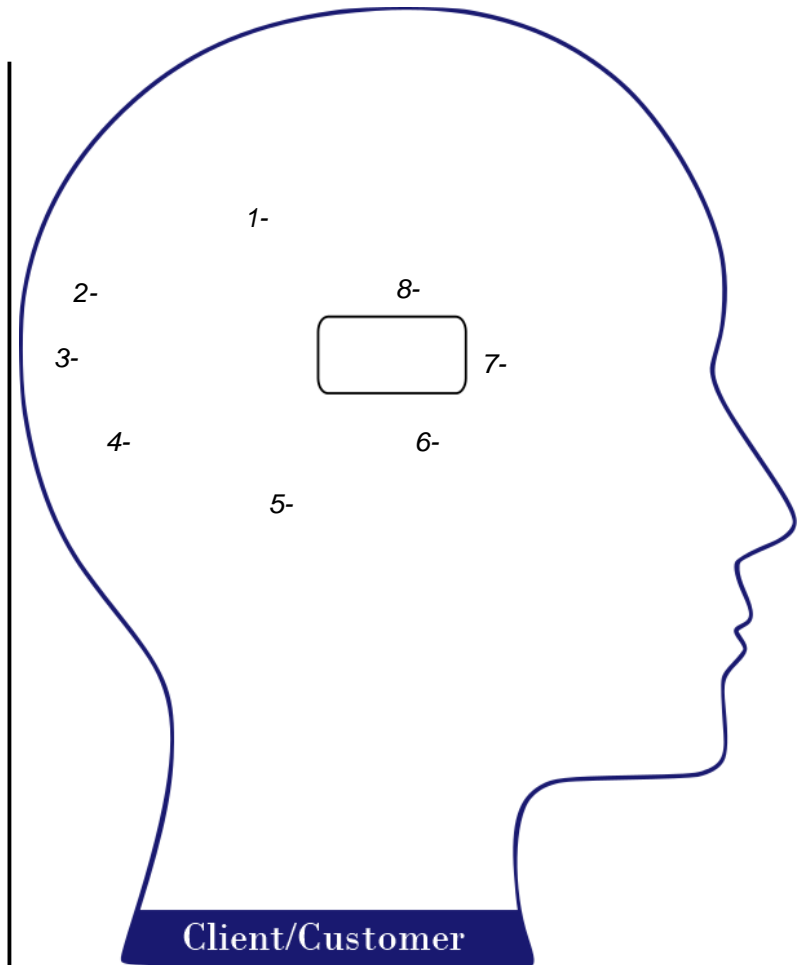
If you open the mind of your clients/customers what words or adjective are around your business name. This is the personality of your business. Your clients prefer your business over your competition because of these words and adjectives in their minds.

If you want to make any changes in your business, you need to change those words or the personality of your business. Sometimes the reasons your clients choose your may not be exactly what you think. The best way is to ask them. Please ask for the Business Personality questionnaire and have at least 20 of your clients/customers fill them.

List the words and adjectives in the minds of your clients:

*Please write only the adjectives and words,*

*Don't explain or write any reason.*



*There are not a whole lot of reasons that your clients choose you over your competition. Usually, there is one or two main reasons and some supportive reasons.*

*If you raise your price, for instance, you will lose some of your clients. For those clients, the price is one of the main reason.*

*Try to find the main reason people come to your business in order of their preferences and write them in the above diagram.*