

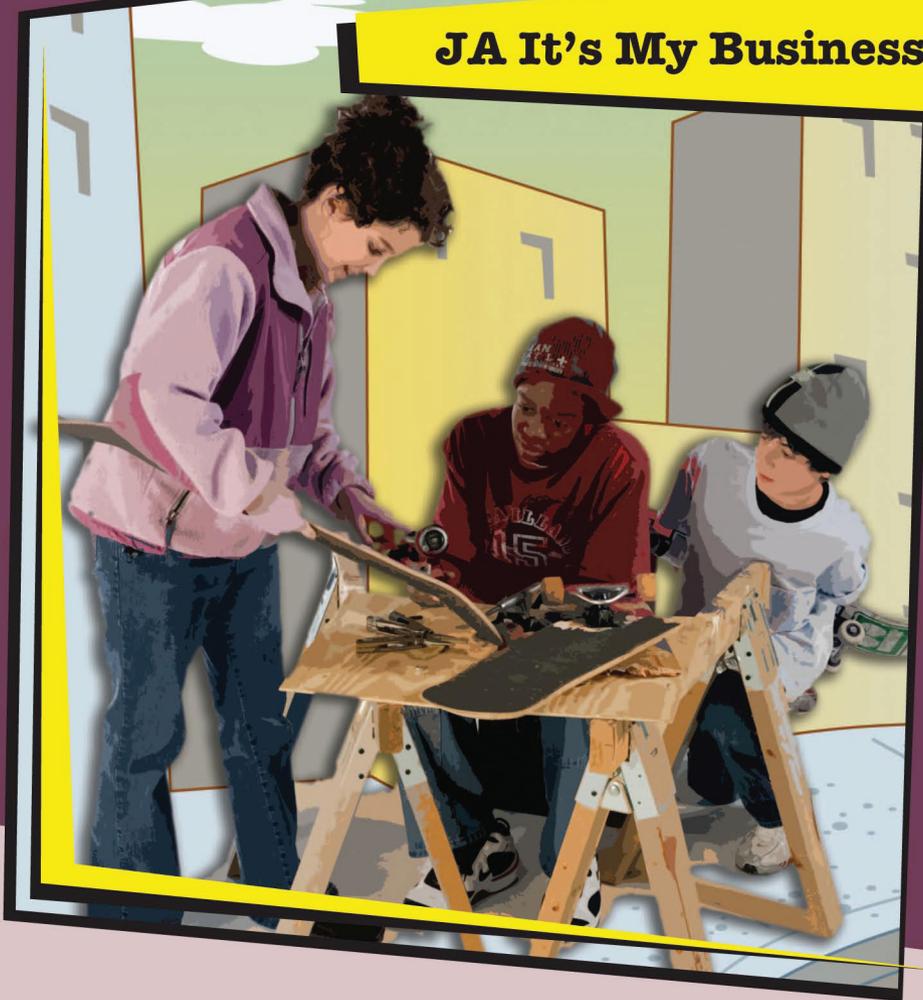
## Dreaming BIG...

How can I learn more about my customers' needs?

4

## Entrepreneur Journal Three I Know My Customer

**JA It's My Business!**<sup>®</sup>



Name: \_\_\_\_\_

### Entrepreneurial Characteristics

- Fill a Need
- **Know Your Customer and Product**
- Be Creative and Innovative
- Believe in Yourself



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## Things to Think About...

*Customer* and *product* are the two most important words in business.

If I create a business, who are my customers?  
Why do they want my product or service?

Why am I enthusiastic about my product or service?  
How will I advertise it?