

What's the Intrinsic Value of Your Product?

The purpose of the product is to serve others ~~in some way. It has value, with benefits~~ to specific, defined groups of people ~~that have been defined~~. The inherent value grows and changes with time based on marketplace factors and how the core audience evolves.

Comment [P1]: Passive voice.

How people use your product.

Consider the perceptions of people regularly using the product. Did they stick with the messaging and stay within the box? Or Are they pushing the limits of a particular area or feature? ? What are the most unusual support and pre-sales questions ~~do~~ you receive?

~~The reason people use y~~our product fuels a consumer need. ~~tu~~Tuning into the nature of customer applications and support queries will bend and stretch the item into its present form.

Comment [P2]: Subject-verb agreement.

Each individual request by itself is just that...a single request, and ~~it isn't not~~ particularly valuable alone. But the ~~sheer~~ quantity of information collected over time will paint ~~the a~~ larger picture for evaluation and development activities.

Beyond bullet points.

Reviews are important, —especially when the feedback doesn't reflect a flawless score. Less than perfect reviews shape the product in practical useways. Confidence in ~~the product's~~ purpose strengthens the message and digital footprint ~~to~~ connecting the company to the audience.

Use of social media, blogging, and content marketing strategies provide the foundation for a platform. Combined these with other Internet marketing strategies (specific to your company and target audience) will to build awareness and trust.

Knowing target market segments helps to build foster opportunity. Employing *Character Customer Profiles* to define and understand the client lives and motivators, using *Character Customer Profiles*, will serve to identify ies true opportunity (in marketing, sales, and product development).

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~~The intrinsic value will be affected by e~~Customer perception, market changes, and future product development impacts the intrinsic value, which grows and changes as the product does.

Comment [P3]: Passive voice.