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# WEEK TWO

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Welcome to the second week of the Mentor Her programme. Week One was all about introducing yourself and your Mentee to the programme and getting to know one another a bit better. On Week Two, for Beginning Your Business Mentees, she is exploring the target demographic for her business and what her Unique Selling Point is in selling to these possible consumers. As a Mentor, this week you should be helping her figure out how she can narrow her audience to find a subset of people who will be interested in her product or service and figuring out how she stands out from the crowd.

## WEEK TWO MANUAL INCLUDES:

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- Finding her audience: combining her region (local, national or international) with a characteristic of her target demographic that would define them in a broad brushstroke. I.e. a target demographic defined by their age, income, gender, profession or interest.
- Finding a Buyer Persona for her business to help her figure out her target demographic and later on in this manual, a Unique Selling Point (USP). I.e. My Buyer Persona is Yogi Yasmin. She's a 35 year old career woman, she's from Donnybrook, she lives near my studio in her own apartment, she has a mortgage but no kids. She spends most of her week working and enjoys wine, fashion magazines, and eating out.
- Finding a USP by considering why she is different either because a) she's found a gap in the market, b) it's a local business people need, c) she's invented something brand new or d) she's bringing something new to the table.

## QUESTIONS YOU CAN ASK HER:

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- Tell me more about your product or service so that I understand it in detail.
- Who do you think will buy this product/service? What characteristic defines them?
- What did you write down for your "Buyer Persona", what made you choose this age, gender, occupation and interest?
- Why do you think a person like {Her Buyer Persona} will purchase a product or service from you? What would stop them from going to your competitors?
- What do you think is your Unique Selling Point? Why did you choose this option? Is there any other way that you stand out from other businesses with similar products/services?

*Next week is all about Competitor Research and Pricing to ensure your Mentee has totally validated her business idea before moving to the next steps.*