



SESSION 3

HOW DO I MEASURE
DEMAND FOR MY
PRODUCT/SERVICE?



Spark Session 3:
Measuring Demand



Who Wants It

Use the space below to jot down notes, ideas to ponder later,
or any other spark of imagination you think will be helpful:

PAIN IS TEMPORARY.
QUITTING LASTS
FOREVER.
LANCE ARMSTRONG



Who Wants It

Define your target audience by considering demographics, interests, and needs.

Are they male or female?

How old are they?

Single? Married? Kids?

What do they do for work?

Where do they live?

What worries do they have?

What are they frustrated with?

What are their values in life?

Why will they want your specific solution?

Write down some ways you could find these potential customers. Will you put out yard signs, go on social media, door-to-door etc. What works for you and your capabilities?

Write your answer here...



Who Wants It

Come up with a short product/service overview pitch to clearly share your product/service, why someone would want it, and what benefits they will enjoy from it. Write it below. Memorize it.

Write your answer here...

Example: CHOO CHOO FIBER BALLS

Recharge your body and conquer your day with my homemade CHOO CHOO RECOVERY fiber balls – packed with powerhouse ingredients designed to speed up recovery after exercise and restore your energy fast! Each bite fuels your muscles, balances your digestion, and keeps you going without the crash. Perfect for athletes, busy professionals, or anyone who wants a natural, delicious boost to stay at the top of your game! Sold in packs of 6 for \$6 or \$10 for a dozen!



Who Wants It



Complete these tasks:

- ☐ Memorize your pitch (above)
- ☐ Ask 14 perspective customers & record feedback (next page)
- ☐ Make any changes based on their feedback and record them (price, names, ingredients etc)

After completing the tasks, tell me which of the above tasks was the most difficult any why?

Write your answer here...



Who Wants It



SURVEY of 14 POTENTIAL CUSTOMERS (10 strangers, 4 friends)

Name	Age	Feedback (positive and negative)	Would pay: