

1. Identify the MARKET AWARENESS starting point for your funnel

	Problem	Your Solution	Your product
Product Unawareness			
Problem aware			
Solution aware	✓	✓	x
Product aware			

As a result the starting point of the market awareness is level 3.

2. List out where you will take them through the remaining stages

- Going to create marketing content making the market aware of my clients service, which will take the market awareness for my client to level 4.

3. Identify the MARKET SOPHISTICATION stage of your market

- Stage 4- Market tires of your mechanism.

4. List out best “moves” available to you

- Creating content styles of how my client’s electrical layouts and wiring can result the best electrical outcome for clients.
- Display the advantages of utilizing upgraded electrical equipments and installations.