



Gather & Grow: Knowing Your Product & Consumer

Gather & Grow

Product & Consumer

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Define the Problem You Solve

When you're just starting out, it's tempting to talk about *everything* your product can do. But customers need one clear, simple hook. At the Bronze stage, your job is to experiment with different ways of explaining your product so people understand how it solves a problem for them.

Questions to Work Through:

What's the main problem my product solves? (Be specific!)

How would my *ideal* customer describe this problem in their own words?

What's the short, memorable way I can say how my product solves it?

If I tried three different pitches at the farmers market this month, what would they be?

Possible Next Steps:

- Write 2–3 short “hooks” you can test with customers.
- Use market days or pop-up events to see which version gets the most questions, smiles, or purchases.
- Keep notes on what confuses people—those clues are gold.



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Design Your Offering to Solve That Problem

Your name, packaging, display, and even your sampling cups are all part of the “offering” customers see before they hear your pitch. At this stage, your goal is to make it as easy as possible for people to understand what you’re selling.

Questions to Work Through:

Does my product name clearly tell people what it is?

Could my table, sign, or packaging be sending the wrong message?

What’s the first thing people *assume* I sell when they walk by?

What do I want them to think instead?

Possible Next steps:

- Watch how people react to your booth—do they walk past, pause, or squint in confusion?
- Ask friends to give you their first impression (without explanation).
- Consider adding one clear, visual cue to your packaging or sign that communicates the main problem you solve.



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Know Your Target Consumer

It's easy to assume everyone who likes your product is your target. But even in your first year, you'll notice patterns—some people buy once, others come back every week. Your job now is to spot the difference.

Questions to Work Through:

Who do I *think* my main customer is? (Describe them—age, lifestyle, what they value.)

Who is actually coming back to buy more?

What's different between those two groups?

How might I adjust my pitch depending on who's in front of me?

Possible Next steps:

- Keep a "customer log" for a month noting who buys and who returns.
- Test a slightly different pitch for each customer type and see what sticks.
- Start a list of ideas for future products that your returning customers might love.