



Gather & Grow: Knowing Your Product & Consumer

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Product & Consumer

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Define the Problem You Solve

By now, you've had enough customer interactions to know what *works*—and what's fluff. At the Silver stage, your challenge is to make your core problem-to-solve so consistent that whether a customer meets you at a market, sees your product in a store, or stumbles on your Instagram, they hear the same clear, compelling story.

Questions to Work Through:

What's the one-sentence hook that is now my *non-negotiable*?

Does this hook appear consistently across my website, packaging, signage, and social media?

Are all my team members or sales partners using the same language?

If I look at my reviews, testimonials, or social tags, do customers describe my product in a way that matches my problem-to-solve?

Possible Next Steps:

- Audit your communication channels for consistency in how you frame your product's value.
- Train staff, demo teams, or brand ambassadors on your hook and how to adapt it for different audiences.
- Test one "problem statement" in paid social ads to see how it performs with cold audiences.



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Design Your Offering to Solve That Problem

At this stage, your offering needs to work both in-person and on a shelf without you there to explain it. It's about refining your name, packaging, and design to communicate instantly—while still standing out in your category.

Questions to Work Through:

Can someone who's never met me figure out what I sell in under 5 seconds?

Does my packaging clearly convey both what it is *and* why it's better?

If my product is sold in multiple settings (farmers market, boutique store, grocery), does my display adapt while staying consistent with my brand?

How does my price compare to the competition in my category, and does my presentation justify that price point?

Possible Next steps:

- Do a competitive shelf audit at retailers where you're sold (or aspire to be). Take photos. Compare clarity and impact.
- Ask buyers or distributors for feedback on how your packaging performs on the shelf.
- Refresh or upgrade visual elements that reinforce your key selling point without cluttering your design.



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Know Your Target Consumer

You've likely seen patterns in who buys from you in-store vs. in-person. Now it's about sharpening your design target and mapping how that overlaps (or doesn't) with your total addressable market, so you can make smarter pricing, placement, and product development choices.

Questions to Work Through:

Who is my repeat buyer in retail settings? Does this match my farmers market repeat buyer?

Have I clearly defined my design target beyond demographics—into motivations, habits, and lifestyle?

How does my total addressable market influence my decisions about pricing, pack sizes, or flavor variety?

Which consumers are driving volume vs. which are driving brand prestige or word-of-mouth?

Possible Next steps:

- Segment your customer base into “design target” and “total addressable” groups—note what each cares about most.
- Test a line extension or seasonal flavor aimed directly at your design target.
- Use survey tools, loyalty programs, or QR codes on-pack to learn more about who is actually buying your product at retail.