

METAPHOR TASK

Hey peeps!

Your Metaphor. This is a fun little exercise to get you thinking metaphorically about what you are to your customers and what you can do for them. It helps to solidify (or start forming) the whole reason your business exists.

You simply need to come up with a metaphor that could describe your business.

Your metaphor should follow this format (use the grammar guidelines fairly loosely!):

If my business were a [noun], it would be a [adjective] [noun] because [possible verbs].

My example:

If my business were a garden implement, it would be an awesome watering can, because it helps your businesses grow from small seedlings into thriving gardens.

Take your time with this exercise and try a few different metaphors to see what fits you best. Don't worry too much if you can't think of anything right now, this is definitely a task that you can revisit later.

If you are happy with your metaphor, be sure to share it with the group!





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it would be a

because

