

Let's Get To Know Each Other

INITIAL QUESTIONS

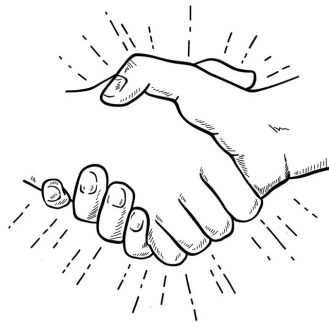


We want to get to know more about you!

This initial workbook will guide you through some of the initial basic information we would need to get you started as a client.

Please answer these questions as **thoroughly** as you can.

As we move forward in the on-boarding process, we will put together a custom package for you that will emphasize reaching and measuring your online goals.



Note: You can edit and save the PDF workbook in your browser or Adobe Reader. Simply type your entries into the document, and press save to download and send back to us.

If using Google Chrome, be sure to press print and save as PDF to ensure that your entries are recorded.



Questions we want you to think about:

1. What products and services do you offer?
2. Out of these products and services, which ones are the most unique?
3. Which Values are important to the business?
4. Who are your top clients (target audience)?



Questions we want you to think about:

5. Who are your competitors?

6. What problems do your clients (target audience) have?

7. What are some of the ways you can solve them?

8. What are your upcoming goals for the company? (Build awareness, make profit, more traffic to the website, social media campaigns etc..)

9. What goals do you want to achieve by being online?



Questions we want you to think about:

10. Create a character profile for at least three of your clients. It will show: demographic, geographic, and psychographic characteristics, as well as buying patterns, creditworthiness, and purchase history.

(Example: Sarah is 32, she is a black Bahamian about to be married with a middle class income. She is college educated) We will go deeper into this together