

## General Business Information

These are the basic questions any business owner should be able to answer.

<b>Company Name:</b>	
<b>Niche:</b>	
<b>Audience:</b>	
<b>Locations Served:</b>	
<b>Services Offered:</b>	
<b>Price Range:</b>	
<b>Products Offered:</b>	
<b>Brand Magic (What Sets You Apart?):</b>	
<b>Experience:</b>	
<b>Customer Testimonials and Success Stories:</b>  <i>(if none exist, write "None yet")</i>	

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## Advanced Business Information

These are advanced marketing considerations you may or may not know the answer to. If you don't know the answer, that's okay. Just write "N/A" or "Not sure."

<b>Unique Value/Selling Proposition:</b>	
<b>Brand Voice:</b>	
<b>Target Customer Persona:</b>	
<b>Top 5 Competitors:</b>	
<b>SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats):</b>	
<b>Marketing Goals:</b>	
<b>Key Performance Indicators (KPIs):</b>	
<b>Mission &amp; Vision:</b>	
<b>Brand Aesthetics:</b>	
<b>Legal and Ethical Considerations:</b>	
<b>Technology Stack:</b>	

Need help filling this out? Schedule a 1:1 with me [here](#).