

Business & Marketing Strategy Questionnaire

CLIENT INFO:

NAME:

COMPANY NAME:

WEBSITE:

EMAIL:

PHONE:

Please answer these questions to the best of your ability. If you are not sure, you can leave blank. When completed, you can send back. You should also update this document regularly.

What is your industry/niche?

What are your long-term business goals (1 year or longer)?

What are your short-term business goals (3 months or shorter)?

What are you selling (List all products and/or services that may apply)?

Why do people buy from you and/or your company?

Who is your target audience (create segments/lists/personas)?

Who are your top direct or indirect competitors (list at least three and their website URLs)?

Who is the industry leader (The one company or person that dominates your market)?

Who do you think would make a great partner (List at least three)

What keywords would you like to rank for (For your business or yourself)?

What is your USP – Unique Selling Proposition (What makes you special)?

What is your mission, vision & purpose statements? (<https://davidburkus.com/2020/05/whats-the-difference-between-vision-mission-and-purpose/>)

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When was the last time you updated the professional online presence of your organization?
(this can include your bio, headshot, company website, welcome video, etc. – anything that people can find online.)

List all of your currently available resources and assets (e.g., tools do you use, content have you created, digital properties you own, relationships you have that can play a role in exposure, etc.)?

Overall, What Do You Believe You Need the Most Help With?

THE QUESTIONNAIRE IS COMPLETE

Thanks for filling out this questionnaire. This will make the process easier for our consultation call and help determine how to work together best to achieve your goals moving forward.

If you haven't done so yet, please click the link below to schedule your consultation zoom call with me.

Book Meeting: <https://strategy-consult.youcanbook.me>

Best,

Jimmy

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