



Introductory Content Questionnaire

1. What services do your clients/prospects most want and need?
2. What are the core strengths of your organization?
3. How do people feel after they use your services?
4. What are your customers trying to accomplish by using your products/services?
5. Describe your typical customer (needs, desires, preferences, fears, pain, etc.).
6. Who is your competition? (please list at least 3-5 competitors)
7. What sets your company apart from others in your industry? Is there a unique aspect to your company that you could use as a point of differentiation?
8. Do you have an existing tagline, slogan or brand statement? If not, would you like to create one.
9. How do prospects find you?
10. What are the central keywords/trigger words that prospects might use to find you online? (I.e. what words would your target audience use to describe the key products/services/information you provide?)
11. What is your target location (international/national/regional/state/local)?