



WHO ARE YOU?

PERCEPTIONS

What keywords do you want the public or your target market to think of when they see/hear the company's name?

GRAPHICS

Are there any logos that you have seen (that might or might not be related to your type of business) that you absolutely love and why? Or absolutely hate and why?

COLOR

Is there a color that you absolutely love? Or absolutely hate? What if it really relates well to the target audience and/or business goals?

COMPETITION

Who do you perceive as your competitor?

At what level do you see yourself competing? (large firm; individual with many resources, etc.)

TARGET AUDIENCE

Male or female? Income? Location?

LIST YOUR SERVICES AND PRODUCTS YOU PLAN TO OFFERED

List key products/services and how they tie together.

FUTURE GOALS

Do you perceive branching out into other areas?