

# WHO DO YOU THINK YOU ARE?



## WHO ARE YOU?

What is your company name & positioning statement/motto/tagline? What was the reasoning behind the name of your business? If there is a unique story connected, include the details.

What is the company's MISSION (why your company exists) and VISION (what your company wishes to achieve or accomplish)? *\*This will help define your brand's core values.*

Describe your area of specialty. *\*Provide as many details as possible. (eg: services you provide, history of industry, general perception of your industry, the processes involved in the services you offer, and so on.)*

How would you like the company to be perceived by others?



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## WHO ARE YOU SELLING TO?

What is your primary target market. Who are your key customers?

Be detailed. (eg: age range, sex, education, occupation, income, lifestyle and purchasing habits).

What keywords would best describe your business?

(eg: fun, authentic, savvy, approachable, relatable, trustworthy, vibrant, artistic, etc)

Who are your competitors?



