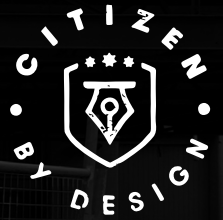


# KICKOFF QUESTIONNAIRE



PROJECT NAME

CLIENT NAME

MAIN CONTACT EMAIL

**TELL ME A LITTLE BIT ABOUT YOUR BUSINESS.**

Simple elevator pitch - What you do? What makes you different? How did the name come about? etc.

**WHAT DO YOU HOPE TO ACHIEVE IN THE FUTURE?**

Some of your big goals for your business and brand moving forward?

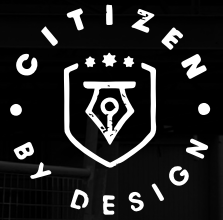
**CAN YOU LIST THE SERVICES / PRODUCTS YOU OFFER TODAY?**

Just a simple breakdown of what you offer the world.

**WHAT ARE SOME OF THE PROBLEMS YOU'RE FACING TODAY WITHIN YOUR BUSINESS?**

eg. outdated branding, logo doesn't work everywhere, lack of clarity on audience, losing ground to competitors...

# KICKOFF QUESTIONNAIRE



## WHO IS YOUR MAIN COMPETITOR?

Just add a name or URL

## WHAT DO YOU ADMIRE ABOUT THEM?

What would you say are their strengths? Why would customers choose them over you?

## WHAT COULD THEY BE DOING BETTER?

Is there something that you feel is a weakness for them?

## WHO IS YOUR IDEAL CLIENT / TARGET AUDIENCE?

How old are they? What do they do? Where do they live? What is their personality? What do they value?

## IS THERE ANYTHING YOU THINK I SHOULD KNOW BEFORE OUR DISCOVERY CALL?

These could be goals, objectives, inspirations, personal thoughts?