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| --- | --- |
| Name: Title: Company: Address: City/State/Zip: Best Phone to Reach You: Email: | Assistant: Assistant Phone: Assistant Email:  Website:  Business Facebook:  Business YouTube: LinkedIn: |

**General**

* How did you hear about us?
* Tell us the story of your business.
* What is your product or service?
* What specifically makes your business unique?
* Who are your customers? Describe them.
* What pain do you solve for customers?
* What would someone type in online to find you?

**Marketing**

* What are you doing for marketing now?
* What is working?
* What is not working?
* Why video marketing with us?
* What outcomes do you want?

**Content**

* What websites do your customers typically go to now for information?
* What are 3-5 topic categories they are interested in?
* What are 3 commonly asked questions for each topic?
* Is there any special language or jargon for your industry?
* What content, if any, have you published before (video, book, etc)?
* What does your brand look like? Colors, fonts, images, etc?

**Database**

* Who is currently in your database and how is it organized?
* How many people are in your database? Each segment?
* How are you growing your database now?
* How do you plan on growing your database?

**Leads / Return on Investment**

* Who follows up with leads right now?
* What is your lead follow up system?
* How do you track where your business comes from?
* What is a new customer worth to you in revenue?

**INTERNAL USE ONLY**

Blog Title:

Mission:

Keywords:

Categories:

First 3 Questions:

Primary CTA:

Secondary CTA: