



## Business Name

- ❖ What is the name of your business?

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## Mission

- ❖ What will your business accomplish?

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## Values

- ❖ Why is the value you offer your clients?

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## Competitors

- ❖ Do the Research. Who would be your competitors? What make your business stand out?

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## Vision

- ❖ How will your business be grow or evolve in the future?

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## Tag-line or Slogan

- ❖ Short catchy phrase that tells your clients what you do or a statement of empowerment.

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## Ideal Client

- ❖ Be very specific. What type of client would you enjoy working with?

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## Services and Products

- ❖ What services and products will or do you offer now?

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❖ What products would you like to offer in the future?

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## Brand

### Logo

❖ Do you prefer having an icon type logo or your business name in a particular font?

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❖ What will or does your logo represent to you?

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### Colors

❖ What are your business colors? Research their RGB or Hex numbers.

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### Fonts

❖ What fonts will you use for your website and marketing materials?

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