

YOUR BUSINESS

What business are you in? _____

Who are your competitors? _____

How are you different from your competitors? _____

Who are your customers? _____

Why do potential customers buy from competitors instead of you? _____

What are the biggest obstacles to increasing your sales? _____

YOUR BRAND

What is the message your corporate brand should communicate? _____

Does the look of your brand reflect the esteem in which it's held? _____

What is not successful about your current brand image? _____

YOUR AGENCY

What are the qualities you want in your agency? _____

How many agencies are you looking at? _____

Have you developed a timeline for your decision? _____

Is there a deadline or event driving the timing of your decision? _____