

BUSINESS



QUESTIONNAIRE

BUSINESS

- What does a "job well done" look like by Reverie?
- What problem are you looking to solve?
- How can Reverie be the aspirin to your pain?
- What matters most to you in a business relationship?
- Is there a hard deadline for your project(s)? If so, please specify.
- How long has your company been established?
- Please describe your business and its services/mission.
- Who are your main competitors?
- What sets your company apart from the competition?
- How do your competitors market themselves?
- What are the strengths of your company (what's going well)?
- What are your weaknesses (what's going not-so-well)?
- What are the long-term goals of the company?





TARGET AUDIENCE

- What are you currently spending your marketing money on?
- Are you pleased with the "fruit" produced from this investment? Why/why not?
- Who is the primary target audience (include demographic/age/gender)?
- What are the three primary problems or pains your target market has?
- What are your current customer's expectations of you?
- What do you anticipate they be 12 months from now?
- How do you continue to add value to your current customers/what keeps them coming back?
- How do you currently communicate with your target audience?
- Are there any new markets you'd like to break into? If so, what/why?
- How do most of your customers find out about your company?