

About Our Company

PRIMARY OBJECTIVES

We want our customers to know us as the best source for:

SECONDARY OBJECTIVES

We sure wouldn't mind if they also saw us as a good source for:

OWNERS/COMPANY FOUNDERS

Our founders started the company to/because:

You could spot our company's owners in a crowd because they:

Other company notes:

Audiences

A SNAPSHOT OF OUR TARGET AUDIENCES

Gender:

Age range:

Education level:

Their profession is:

They read:

They watch this on TV:

They spend their Saturdays:

When customers use our product/service, we want them to feel (5 words):

Competitors and Inspirations

OUR TOP 5 COMPETITORS ARE:

WE'RE DIFFERENT!

Our company stands out from the rest because:

INSPIRATIONS

Some companies are really doing things right! These companies are examples of those who inspire us:

Here's why:

Personality

METAPHORS! PICTURE YOUR COMPANY IN A NEW WAY

If our company were a *flower* it would be a _____.

If our company were a *movie character* it would be _____.

If our company were a *car* it would be a _____.

If our company were *colors* it would be _____ and _____.

If our company were an *animal* it would be a _____.

If our company were a *movie character* it would be _____.

If our company were a *food* it would be a _____.

If our company were a *sport* it would be _____.

If our company were a *genre of music* it would be _____.