WE WANT TO KNOW YOU BETTER

*This questionnaire is designed to get your gears (and ours) moving around your message, audience, brand, vision, goals and business. Please feel free to skip questions. But remember the more you tell us, the better we can prepare for your Deep Dive Day.*

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| Name: |  |

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| Business Name: |  |

|  |  |
| --- | --- |
| Phone Numbers: |  |

|  |  |
| --- | --- |
| Birthday: |  |

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| --- | --- |
| Email Address: |  |

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| --- | --- |
| Physical Address: |  |

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| --- | --- |
| Web Address: |  |

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| Average Traffic to Your Website Each Month: |  |

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| Size of Mailing List: |  |

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| Social Media URLs and Size: (Facebook, LinkedIn, Twitter, YouTube, Google+): |  |

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| If you have a website now, what do you like and don’t like about it? |  |

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| Please list the core technologies you currently use to run your business online (Wordpress, Infusionsoft, AWeber, 1ShoppingCart, Wishlist Member, etc.) |  |

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| List 3-5 URLS for websites that you like and why you like them. |  |

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| List 3-5 websites that you don’t like and why you dislike them. Include at least 1 website in your field. |  |

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| What do you want to be famous for? What is your topic or area of expertise? |  |

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| Who are your peers and competitors and how do you stand out from them? What makes you unique or different? |  |

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| Who do you serve and specifically how do you help them? |  |

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| How are you currently marketing your business and attracting the majority of your clients? How much time do you spend marketing each week? |  |

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| What is your current client load? What do you want it to be? |  |

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| Please describe your existing services and products (if you have them). How do most people begin their work with you? How do they continue their work with you? |  |

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| What is your estimated 2011 income? What do you want your income to be in 2012? |  |

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| What do you want to achieve in your business in the next year? What are your biggest opportunities? |  |

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| Have you identified keywords that you want to rank for? |  |

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| Do you have any key relationships or partnerships that could help you get your message out into the world? |  |

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| Describe your ideal business and lifestyle (hours, location, team, etc). |  |

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| What motivates you to do the work that you do? |  |

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| What do you love most about your work? |  |

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| What is the primary message or big picture vision you want to convey with your brand? (This is aspirational and inspirational, not practical.) |  |

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| Who do you want to be known as? How do you want to be perceived and experienced? Please list 5 words that embody your purpose, vision, values and unique way of doing business. |  |

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| What is your core gift? Your biggest strengths and assets? |  |

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| What are your goals for this Deep Dive? What specifically do you want to get out of our work together? What would you consider a successful partnership? |  |

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| What are your biggest challenges and frustrations around your web presence? |  |

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| Do you have any concerns or constraints that may be holding you back from living your message on a larger scale? |  |

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| How much time can you devote each week to developing content, marketing and other activities related to building your brand and presence? |  |

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| Do you have any team members who will be helping you implement this work? |  |

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| Is there anything else you’d like us to know? |  |

*Thanks for taking the time to tell us more about you. Please email this document back to me at* [*Marisa@LiveYourMessage.com*](mailto:Marisa@LiveYourMessage.com) *along with any other key materials you’d like me to review before our session.*

*We can’t wait to dive into your business and your brand!*

*- Marisa*