

INDIGO & PYRITE

This intake form will be the foundation of the work that we'll do together. Take as much time as you need to fill it out. Google if you need to, but it needs to be filled out before we begin working. It is a form that can be filled in and saved. Go hard.

Brand Truths

The first portion of the survey will focus on the core brand. Please be brutally honest with your answers.

1. How do you currently describe your company to your friends? What is your cocktail party answer to "what do you do?"

2. What are 3 problems that your company solves? What value does it create?

1)

2)

3)

3. What are the 3 best things things your company offers?

1)

2)

3)

4. How does your company get compensated? What is your revenue model?

5. What is your favorite thing about your company?

6. What frustrates you most about your company?

7. If you could change one thing what would it be?

8. What is one thing that must stay the same?

9. What is your company's current mission or purpose? What does the brand currently stand for?

10. What is the current market perception of your company brand? What do people think of your company?

11. What should the brand stand for? How should the market perceive you?

12. Who are your top 5 competitors?

1)

2)

3)

4)

5)

13. Why are you better than them? What's different about your company and why should people pay attention to you?

14. What does your company do that can't be copied anywhere else?

Customer Truths

The second portion of this survey will focus on learning about your audience. Please be brutally honest.

15. Who is your primary customer or audience?

16. What motivates your primary audience? What are they passionate about? What do they care about? (outside of your brand/company)

17. What does your primary audience need from you? What problem can you solve for them?

18. Who is your secondary audience?

19. What motivates your secondary audience? What are they passionate about? What do they care about?

20. What has been the most effective marketing strategy/tactics to-date? What's working well?

21. What has been the least effective marketing strategy/tactics to-date? What's not working?

22. What tools or technology do you use as part of the company's internal workflow and process?

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)

23. What external vendors do you work with as part of the company's workflow or process?

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)

Business Mandates

This section will focus on your business. Please be brutally honest.

24. As a company, what are your top 5 strengths?

- 1)
- 2)
- 3)

4)

5)

25. As a company, what are your top 5 weaknesses?

1)

2)

3)

4)

5)

26. What external factors threatens your business? What should you be worried about?

1)

2)

3)

4)

5)

27. What opportunities should your company pursue? Where should you be focusing your energy?

1)

2)

3)

4)

5)

28. What should your company be measuring? What indicators drive your business?

1)

2)

3)

4)

5)

29. What are the companies top 3 goals for this year?

1)

2)

3)

Home stretch...

Just a few more random questions. Just answer what first comes to mind, don't over-think these.

30. How would you describe your company's culture?

31. What were your three biggest victories last year?

1)

2)

3)

32. What were your three biggest disappointments last year?

1)

2)

3)

33. Last question! Reflect over all of your answers, What are your company's top five values? Your values exists at the intersection of your culture, value propositions, and guarantees. For example: "Be impeccable"; "Customers first"; "Do less with more"

1)

2)

3)

4)

5)

Name:

Mobile Phone:

Email Address:

Done? You made it! Email a copy to biz@indigoxpyrite.com