



BUSINESS PROFILE

OVERVIEW

- This questionnaire will help you identify better who your business is. That will give you a great place to start to best define who you are best able to reach and how. Let it be a starting point for you to get clear on who you are and what you do. Feel free to go even deeper afterwards.

The Owner

QUESTION:	ANSWER:
Tell me about the founder:	
What are some of their core values?	
Tell me why they decided to start this business.	

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Any other insight into <i>who</i> they are?	
NOTES:	

The Company

QUESTION:	ANSWER:
Tell me how you started.	
What's your mission?	
Tell me where you're at now.	
Tell me your vision for the future of your business.	
How would you summarize what you do?	
What sets you apart from your competitors?	
Why should customers buy from you?	

Any other valuable insight into <i>who</i> the business is?	
NOTES:	

The Customer

QUESTION:	ANSWER:
Who do you serve? Be as detailed as possible. (Use <i>Target Customer Profile Worksheet</i> if needed)	
How do you serve them?	
What's your "why" in serving them?	
What drives them to do business with you?	
What's the sales process typically like for them within your business?	

What makes them return to your business?	
What makes them not return?	
Any other insight into <i>who</i> the customer is and how you can best serve/reach them?	
NOTES:	