



Define your Narrative

The following is a list of questions for your consideration. Please take time before our meeting to contemplate your answers. Do not feel pressure as our collaboration will help you define your narrative.

- *Describe your business: [elevator pitch]*
 - *Years in business:*
 - *Business Name:*
 - *Mailing Address:*
 - *Physical Address:*
 - *Web site:*
 - *Email:*
 - *Phone:*
 - *Toll free:*
 - *Fax:*
 - *Facebook:*
 - *Linkedin:*
-
1. What is your number one priority for this business unit during this fiscal year?
 2. What do you believe needs to be strengthened in order to support achieving this?
 3. What options have you looked at to achieve this...?
 4. Is there anything that you or your employees are doing that may be getting in the way of achieving this result?
 5. What is unique about your business compared to your competitors?
 6. Why should customers/clients choose your company over the competition?
 7. What was the main reason that you wanted to meet with me?



8. Who will be making the final decisions on this project and who will be in charge of implementation?
 - a. You
 - b. Team Member/Employee
 - c. TAH Consulting
9. Many companies in this market are currently facing the issue of _____, are you also finding that a challenge, or is there a bigger more pressing issue on your mind?
10. What do you think the main challenge is?
11. What is working well?
12. What would that cost you?
13. What is the worst thing that can happen?
14. What is the best thing that can happen?
15. How will you feel if/when that happens?
16. Why is that important to you?
17. What is the value of this to you (your company)?”
18. What do you do well?
19. What are your unique skills?
20. What expert or specialized knowledge do you have?
21. What experience do you have?
22. What do you do better than your competitors?
23. Where are you most profitable in your business?
24. In what areas do you need to improve?
25. What resources do you lack?
26. What parts of your business are not very profitable?
27. Where do you need further education and/or experience?
28. What costs you time and/or money?
29. What are the business goals you are currently working towards?
30. How can you do more with your existing customers or clients?
31. How can you use technology to enhance your business?
32. Are there new target audiences you have the potential to reach?



33. Are there related products and services that provide an opportunity for your business?
34. What obstacles do you face?
35. What are the strengths of your biggest competitors?
36. What are your competitors doing that you're not?
37. What's going on in the economy?
38. What's going on in the industry?
39. Describe the professional task which you procrastinate or which always gets put on the bottom of the list.
40. Please share any insights which you feel helpful to our evaluation...

Brand:

1. Define your brand
2. How are you imprinting Brand consistency?
3. Is your focus Domestic and/or international?
4. What tools are you utilizing for your branding?

Target Market:

1. Can you tell me what your ideal client looks like?
2. How old are they?
3. Where do they live?
4. What magazines or newspapers (or websites) do they read?
5. What is their income level?
6. What is their most pressing problem or desired result?"

What is the value of a new client to you?"

Please attach the following when you return this completed narrative:

- existing business plan [if any]
- marketing plan,



- budget,
 - marketing samples [advertisements, promotions, etc]
 - any other materials which you feel will be beneficial in our analysis.
- Do not hesitate to contact us with questions as we will help you clarify and concerns. Remember we are here for your success.***

Next meeting – to be scheduled upon Consultants receipt of your answers:
[please provide a few date and time options]

Date:

Who will be in attendance:

Location:

Time [allow 1.5 hours]: