**Business Name**:

**Website Address**:

**Physical Address**:

**Marketing Area**: from which you plan to draw your customer base

* Radius or Specific Towns (For PPC or Facebook targeting)

**Competing Businesses**: For Competitive Analysis using Insites, Prospect or SEMRush

Website #1:

Website #2:

Website #3:

**Starter Keywords:** What might customers search for? (one per line)

**Unique Selling Proposition (USP)**

What is the business known for? What makes the business Unique? What does the business do best?

Why would a consumer choose your business over your competitors?

Thoughts on an appropriate Lead Magnet

Conduct Buyer Persona Exercise. (You may want to customize questions to your vertical market)