

What is the story behind your business?

When did you start your business?

Where are you in your journey?

What does the future hold for your business? What's your vision?

What are your values and beliefs?

What do you love about what you do?

What makes you excited to come to work every day?

Who are your ideal clients/customers?

What makes your business unique?

### **Specifics**

What platforms do we want to use

How to create content