

Order is all over the place.

1. What is the company goal?

<p>2. Definition: (What does your company do?)</p>	<p>4. Difference: (What makes your brand different than other ones?)</p>	<p>6. Relevance: (What makes your product relevant to your target audience?)</p>
<p>7. Core Strengths: (What are your product's core strengths?)</p>	<p>8. Reputation: (If your product was a person how would people describe them?)</p>	<p>9. Personality: (If your product was your friend how would they be?)</p>

3. Who is the competition?

5. Who is the target audience? (Be specific)

5.a What do they want?

5.b What do we want?

5.c What is their perception about the product?

5.d What content do we need to give them?