



PHILLIPS
& MAREK

Karen W. Phillips
PRINCIPAL

Company Overview

☎ 407-474-6488
✉ kwphillips@phillipsmarek.com

IMPORTANT: Please download this form and save to your hard drive before answering the questions, otherwise the answers will not be saved. The information you provide on this form will help us better develop appropriate messaging for your company. Please be brief, but provide detail whenever you think it would be helpful. Please return the completed form to Karen Phillips at the email listed above.

NAME: _____ DATE: _____

OBJECTIVE(S)

What are the short-term goals for your company?

Where to do you see your company in 10 years?

TARGET

Who is your audience? Describe their demographics, if possible.

COMPETITION

Who is your competition? What makes your company different?

SUCCESS CRITERIA

Define how you will judge a successful project?

ADDITIONAL COMMENTS

Feel free to share any additional comments you think are relevant.
