



“Why” Document

Company Overview

In layman's terms, explain to us what you do?

Why did you contact Directive? What are some business challenges you are facing right now?

What outcome are you expecting? What does success look like to you?

Branding

What is the story behind your current brand?

Are there particular adjectives people associate your brand with?

Why do people perceive your company/brand that way?

How do you like to be perceived (In visual style, language, and/or experience)?

What areas of your brand are you looking to improve?

Target Audience

Who are your current customers and who are your ideal customers?

Why are people looking for the type of service/product that you offer?

What are your ideal customers' biggest pain points?

Competitors

Who are your competitors and why?

Why do people choose the competition over you (besides price, but please let us know if that's a reason)?

What value are you offering that others don't? What differentiates you from others?

Marketing and Sales

What has been your highest performing marketing campaign in the past year?

Why do you think this performed so well?

What has been the most successful sales tactic in the past year?

Why do you think this tactic was so successful?

What have you tried that has not worked?

How long is your average sales cycle?

What questions does your sales team get asked the most?

What offer would you prefer to start with?

Demos

How long is the demo?

What will be discussed on the demo?

Are there any areas of the demo that “wow/sell” the viewer?

Free Trial

How long is the trial?

Is credit card required?

What is included in the trial? The full product or just a basic version?

Is there a specific aspect of the trial that sells the potential customer on a paid subscription?

Gated Content

How long is the read?

What's included in the guide?

Are there systems in place to funnel gated content downloads into sales (marketing automation, email drip campaigns, sales/customer support follow up)?