

Authentic: Defining and Communicating the Essence of Your Business

The questions below are a vital part of the visioning/messaging process. Expect your answers to evolve over time; many iterations may be necessary. Most important, be spontaneous in your brainstorming, and use all of the space and time necessary to record your answers.

1. What do you **really** care about? *(Answer this question as broadly as you can. These are your personal values; they may include traits [such as honesty], people, places, ideas, causes, disciplines, beliefs, or anything else that **genuinely** engages you.)*

2. How does your business express what you care about? (*For example, a deep love of the environment may have caused you to start an eco-tour company – or may have led you to a “recycled materials only policy.”*)

3. What does your business offer that a client would be willing to pay for? *(These elements may relate to quality, quantity, economy/cost competitiveness, responsiveness, impact, innovation, delivery speed, or well-developed skill sets.)*

4. How can you communicate the essence of your business to a prospective client in:

a. One word:

b. One phrase or sentence of 2-8 words:

c. Ten seconds (20-25 words):