

**“Ideas won’t keep;
something must be
done about them.”**

– Alfred North Whitehead

Questions? Comments?
Contact us at info@scottsnyderdesign.com

Thanks!



Scott Snyder Design inc.



1. If your company were a make/model of automobile or other form of transportation, what make/model would it be?

2. If your company were a variety of plant life, what would it be?

3. If your company were a kind of fabric, what kind would it be?

4. If your company were one of the four seasons, which would it be?

5. Describe what two colors best describe your company and why.



6. What set of emotions convey the feeling of your company? Why?

7. What does your company do best?



8. What distinguishes your company from other companies, particularly those of a similar size with similar specialties?

9. What words or phrases related to your industry have special meaning within your company?



10. What words or phrases related to customer service have special meaning within your company?

11. Describe the attributes or characteristics that would make a prospective customer choose your company.



12. What are common communication shortfalls you see within your industry?

13. What are the biggest frustrations you experience in trying to communicate what you do for your customers?



14. To the best of your knowledge, what are the most common points of confusion or frustration customers experience with your industry?

15. To the best of your knowledge, what are the most common points of confusion or frustration your customers experience with your current communications?