

# Perception... ...is reality!

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# CUSTOMER PROFILE

Customer's Name: \_\_\_\_\_ Tel. \_\_\_\_\_  
Email: \_\_\_\_\_ Fax. \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

1. If you were to categorize your business, and had the opportunity to invent a category within a category, what would it be? (E.g., Amazon, Barnes & Noble and Borders are all categorized bookstores. But Amazon did a magnificent job of creating two new categories—"brick-and-mortar" for B&N and Borders, and an "online" category for themselves. This allowed them to be #1 in a category; hence be burned into the customer's mind.)
2. If you had to own one word for your product/service, what would it be? (E.g., Amazon = online, BMW = driving, Volvo = safety, Domino's = home-delivery, etc.) Pick more than one.
3. What would you say is the perception that you want your customer base to have of your company and service?
4. Instead of being a "me too" product or service, what would you say distinguishes your company/product/service from all the rest? (Please try to stay away from "quality" or "service" or "the best"; everyone claims those—your selection must have an opposing view. Try to be more selective; such as, "Our product is strictly designed for the graphic industry, versus everyone else has a general purpose model.")
5. What particularly are you looking for in my services?
6. Are there any comments that I should consider while designing your project?