

# Meeting Preparation **Action Sheet**

**ABOUT ME** What makes you, you? What is relevant in your journey that will effect your business and personal brand?

**ABOUT MY BUSINESS** What industry are you in? What products and services does your business offer? Who are your customers? How do you help them?

**BUSINESS HISTORY** When and why you started your business...

**BUSINESS JOURNEY** What changes have happened along the way?

**THE FUTURE** What are your future plans, what do you want to change or improve?

**VALUES, CULTURE AND PRACTICES** What is your business personality? What values do you pride yourself on? What kind of culture do you want to create and communicate? What is your promise to your clients?

**WHAT WOULD I LIKE A GRAPHIC DESIGNER TO HELP ME WITH?** Do you need a new brand? Do you need to raise your brand awareness? Do you want to look more professional? What are you missing in your branding or marketing?

**WHAT DO I WANT OUR OF THIS MEETING?** Set some expectations to ensure you make the most of your time.

Looking forward to our meeting and learning more about your business!

If you haven't booked your meeting please contact Evoke Visual Creations today!

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## POWERFUL BUSINESS BRANDING

### How captivating are you?

A quick guide on why and how to create a powerful brand for your business.

Keep a look out for the 6 steps to creating an effective brand!

Get the book at [www.evokevisualcreations.com.au](http://www.evokevisualcreations.com.au)

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