**Brand Strategy Form**

How would you describe your business's voice/tone?

Copy and paste an example of a current social media post or newsletter that demonstrates your current written communication style.

What should clients expect when they visit your business? Include: what to wear, what to expect, directions (are you easy to find?), what time to arrive, what to bring.

What recommendations do you make to new clients?

What sort of a fitness environment have you created for your clients? What makes you unique?

What class types do you offer? What should a new client know about your classes?

Do you have any membership perks that you would like to highlight to potential members?