

BRANDING & DESIGN

(For office use) Date Received at JST.B:

SO YOU HAVE MORE TIME TO JST.B

INTEGRATE | INNOVATE | PLAN | INSPIRE | EVALUATE

Business Consultation | **Procedural Statement**

This Procedural Statement sets forth certain expectations for both clients and the JST.B staff. Its intention is to ensure that the business consultation service continues to be provided in a mutually productive and efficient manner.

- Consultations will be scheduled once the Business Consultation Request Form is completed and submitted.
- Clients will be contacted within 48 hours of receipt of this request to schedule a meeting/feedback session that will normally take place within 5-7 business days; workload circumstances sometimes require extended scheduling.
- The first consultation is free of charge.
- Method of service delivery may include: face-to-face meetings, conference calls, online video chat, e-mail feedback.
- The duration of each client meeting is up to one hour.

REGISTRATION FORM

Full Name: _____ Position: _____

Address (city, state, zip) _____

Phone: _____ Best time to call: _____ Email: _____

Company/Organization Name (or proposed name): _____

Industry: _____ Number of Employees: _____

Website: _____

Current Company/Organization Social Medias (circle all that apply): @ _____

Facebook LinkedIn Twitter Instagram Pinterest Snapchat Other: _____

What brought you to JST.B Branding & Design? _____

What did you wish to discuss in the consultation? _____

What is your goal? _____

How did you find out about us? _____

What is your tentative budget for this branding project? _____

CONCEPT OVERVIEW

Business Concept

What does your product or service offer?

How will it benefit your customers?

Target Market

To whom are you trying to sell?

Why those customers?

What do you know about your potential customers?

Value Proposition

Explain how the customer benefits from your product or service?

Who are your competitions?

Why/How is your product different?

What compelling reasons exist for why customers need your product or service?

Revenue Model

How will your concept make money?

Does the market have potential for growth? How do you know?

How are you planning to finance the business?

DISCLAIMER

Please Read:

Feedback provided by JST.B, LLC and its employees is not to be taken as legal advice. JST.B, LLC assumes no liability due to actions taken by client as a result of feedback and / commentaries.



Company/Organization: _____

Printed Full Name: _____

Signature: _____ Date: _____