

# Transformational Business Survey

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Cell or Mobile \_\_\_\_\_

Home Phone \_\_\_\_\_ Email \_\_\_\_\_

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Please email a variety of photos of yourself (ones you like) to:  
[consulting@theartofconsciouscreation.com](mailto:consulting@theartofconsciouscreation.com) or provide a website where we can see them.

(Note: This document has been created in Microsoft Word in order to give you the space you need to keyboard in all of your answers. When you have completed a section, please just close up the spacing between sections to just a few open lines between headings in order to keep the document as concise as possible. You may also download the PDF version of this document in order to handwrite your answers if you prefer, but please be legible!)

## Consulting Project:

What is the overall objective of this consulting program?

## Business:

Name and describe the business for which we are consulting?

Please provide website:

Is this a business concept needing development strategies, an ongoing business needing revitalization or a new business?

Is this a book project and if so, in what stage of development?

Specific Goals

What would you like to achieve through Consulting Program?

In General:

Specifically:

# Professional Experience

*Work History:*

Please provide a very brief overview of your work history.

*Current Position or Entrepreneurial Venture:*

Please describe your current situation.

Address what you perceive to be the best and worst aspects of this work situation.

What do you believe to be your greatest work skills and assets?

*Wishful Thinking:*

Describe your ideal vision of success in your worklife.

## Company/Project/Book Profile

Describe Company/Product/Service/Book:

Pricing:

Unique Selling Proposition or Positioning:

Market as You Perceive It:

History:

Current Status:

Greatest Successes:

Shortcomings/Limitations:

Marketing Strategies To Date:

Goals/Objectives, How Do You Measure Success?

Financial Goals:

Major Questions About Where You Want to Go Next, What You Want to Achieve?

What is Unclear, Confusing, Undetermined or Perplexing to You That You would Like This Consultation to Clarify?

What is the Single Most Significant Problem/Question/Challenge Facing You?

What would be your definition of success for this consultation?

## Business Clients, Assets and Resources

How is your business structured and who are your key employees/associates/partners?

Is there harmony between you and these individuals, and amongst them?

Are they all working toward the same goals with the same work ethic?

What other individuals are essential to your success?

What are the key assets that your company/project/business has that can support the success of the venture?

Describe your clients and your relationship to them? Are these mostly harmonious or are they taxing and difficult?

What new clients would you like to attract? Describe them:

## Marketing and Media Relations

What do you see as your key marketing needs?

What areas of marketing would you like to explore?

Describe any previous publicity efforts:

Describe any Internet/Social Media/New Media outreach that you have undertaken:



Describe what you believe is the core message you believe your publicity should convey?

## Transformational Goals

What goals do you have for your company/project in terms of:

Sustainability?

Social Responsibility?

Global Consciousness?

Other Values?

# Personal Happiness and Personal Growth (Optional)

*Current Status:*

What makes you most happy in your life?

How do you balance work and home life?

What about yourself makes you the happiest?

What are you unhappy about in your life and with yourself?

What changes would you like to make and how would they affect your business or home life?

How do you define happiness?

How do you define success?

*Wishful Thinking:*

How would your life look if you were happy in all aspects of your life—work, home, family, community commitment, etc?

## Comments/Other

What has not yet been addressed here that you would like to address?

Please email this document to:  
[jackie@jackielapinmediarelations.com](mailto:jackie@jackielapinmediarelations.com) or  
fax it to (818) 707-3543