

The answers to these questions will help us write the copy for your Love Small Town America webpage. Don't stress over the answers - we'll do the heavy lifting - we just want to make sure we get a good picture of who you are, what you do, and what makes you special so your Love Small Town America webpage can share these qualities with the world.

Business Name: _____

Brief Description (What do you sell? Products? Services? Why are you special compared to your competitors?):

Management (Names of owners and any information you would like to share about your management team):

Educational Background and Qualifications (How did you get into this line of work? Why are you doing what you are doing? Is it a hobby? A vocation? A community need you couldn't ignore?):

Employees (Number of employees and any information you'd like to share. Do you have great benefits? A casual dress-code? Are you known for being a fun place to work or maybe you recruit the top technical talent from the region):

Services / Products Offered:

| | |
|---------|---------|
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |

Specialized Services (What do you offer no one else does? Is there something you offer that you think customers can't find any where else - or that they just don't know about? This is your chance to share):

What Customers Get (What benefits do you provide customers? Example - a restaurant sells food, but your restaurant might provide customers with the benefits of a friendly, family atmosphere and fun food specials):

Community Service/Activities (In what ways does your business support your community? List any activities, donations, or sponsorships you'd like to share)

Location/Address:

(The physical location customers reach you)

Contact Info:

Hours: _____

Are you interested in offering an online coupon? (Incorporating printable coupons is an incredible way to draw in new customers and expand your client base. Through periodically publishing limited-time discounts or specials, you will be able to encourage people to try out your services or buy your products, and return to your site. Printable coupons can also be used as part of your loyalty program. By rewarding repeat customers with printable coupons, you will be able to show them your appreciation for their business and give them an incentive to continue their relationship with you.):

Yes No

5 Adjectives That Describe Your Business:

| | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | |

Environment/Ambiance:

Qualities that Make This Business Unique/One-of-a-Kind (What Sets You Apart From the Competition?):

Tagline:

Highlights:

Testimonials (You're not required to provide testimonials, but if you have a quote from a satisfied customer it can go a long way toward making visitors to your webpage trust you and your services. Feel free to share up to three different testimonials with us.):

5-10 key words or key phrases that people might type in when searching for you on the web:

| | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Locally Owned? Yes No

URL to another business website (NOT required: If you have another website for your business you would like us to link your Love Small Town America webpage to, list it here. If Love Small Town America will be your primary home on the web, skip this question):

What industry best describes your business?

- Advertising/Marketing
- Agriculture
- Automotive/Transportation
- Basic Materials
- Chemical
- Computer
- Construction/Home Improvement
- Construction Equipment
- Consumer Goods
- Crafts/Shopping
- Daycare
- Dining
- Finance & Insurance
- Floral/Gifts
- Grocery
- Health Care
- Hunting/Fishing
- Legal
- Lodging
- Manufacturing
- Real Estate
- Rentals
- Services
- Telecommunications

Other Info You Would Like To Share: