

THE FOUNDATION

Why We Start With a Few Questions

*Before we build anything, we learn the soul of your business.
The onboarding questionnaire is where that starts.*

We never build on guesses

The fastest way to waste your time and money is to build a website and start posting before anyone has agreed on who you are talking to and what you stand for. So we ask first. A short, guided questionnaire that takes the picture in your head and turns it into something we can build from.

It is the single most important step, because everything after it points back to these answers. Your website, your posts, your emails, even the system we run all get their direction here. Answer it well once, and every step that follows gets faster and more consistent.

What the questionnaire captures



Your customer

Who you are for, what they want, and what makes them choose you over the next option.



Your look

Brand colors, fonts, and the overall feel, so everything we make looks like one brand.



Your voice

How you sound. Warm, bold, calm, playful. The words you love and the ones you never use.



Your goals

What winning looks like for you in the next few months, so we build toward it on purpose.

Two souls, one questionnaire

Your answers do double duty. They become your brand guidelines, and they become the starting knowledge for the AI-powered system we run for you.

1 The soul of your business

We turn your answers into a simple brand guide: your colors, fonts, voice, and positioning. This keeps every future post, page, and email on-brand.

2 The brain of your system

The same answers train the AI-powered system we run for you, so it understands your customer and sounds like you from the very first task. The next document explains how that system works.

IN PLAIN TERMS

The questionnaire is one short form. From it we get a brand guide for the humans and a starting brain for the system we run. That is why we ask before we build.

It is easier than it sounds

You will not be left staring at a blank page. The form is guided, written in plain language, and most owners finish it in one sitting. We handle everything that comes after.