## Business Information (overview of your business):

…

##### Example:

Cozy Corners Book Café is a ==quaint==, boutique coffee shop nestled in the ==heart of the town’s historic district==, offering a fusion of aromatic coffee, artisan pastries, and an eclectic selection of books. It is a haven for book lovers and coffee enthusiasts alike, inviting customers to lose themselves in the ==cozy== ambiance, delectable treats, and the pages of a good story.

## Your Unique Selling Proposition:

...

**Example:** Our unique selling proposition is the synergistic blend of a specialty coffee shop with the of an independent bookstore, providing a serene escape where every cup of coffee comes with the promise of adventure through literature.

## Your target audience:

...

##### Example:

Our target audience is primarily composed of:

* Aged 18-45, young professionals and college students who appreciate a quiet place to study or relax.
* Local book club members looking for a comfortable meeting spot.
* Coffee aficionados and foodies in search of locally-sourced, organic coffee and baked goods.
* Tourists visiting the historic district and looking for a unique local experience.

# Client preferences:

## What type of company image do you want to promote?:

...

**Example:** Warm, inviting, intellectual, and community-oriented

## Color theme preference (I can decide for you if you would prefer.)

...

**Example:** Prefer warm, earthy tones – think rich browns, deep reds, and cream.

## Additional Comments:

...

**Example:** The website should be mobile-friendly and reflect the warmth and comfort of our physical location.

# Features & Content:

## Core features of your service:

...

##### Example:

* Comfortable seating and relaxed atmosphere
* Selection of specialty coffees and organic teas
* Assortment of homemade pastries and light bites
* Curated range of books for sale and perusal
* Hosted book club evenings and author reading events
* Online book reservation and ordering for café pickup

## Pages, In the following format:

*Unsure? Leave it up to us to figure it out.*

### Page 1

*Description*

#### Section 1

*Description*

#### Section 2

*Description*

### Page 2

etc...