

## Goals & Success Targets

- What are the **top 1-3 business goals** for the next 90 days?
- Which **KPIs** matter most (leads, sales, ROAS, follower growth, etc.)?
- Any **numeric targets** or deadlines we should hit?

## 2. Offer & Audience

- Quick summary of the **product / service** we're launching (features, price, key benefits).
- Who is the **ideal customer**? Any existing personas or market research?
- List your **main competitors** (links if possible).

## 3. Brand & Creative

- Your **brand kit** (logo files, colors, fonts, tone-of-voice guide).
- Any **content rules** we must follow (style, words to avoid, compliance notes)
- Past ads or posts that **worked well** (links if possible)

## 4. Access & Tools

- Grant access or invitation to:
  - Website builder (Webflow / WordPress / Shopify, etc.)
  - CRM & email platform (HubSpot, ActiveCampaign, etc.)
  - Social schedulers (Buffer / Hootsuite)
  - Ad accounts (Meta, Google, TikTok)
  - Analytics dashboards (GA4, Databox, etc.)
- Confirm **AI tool logins / API keys** (ChatGPT, Jasper, Midjourney, etc.).
- Any **shared folder** where assets should live?

## 5. Budget & Resources

- Monthly **ad spend ceiling**.

## 6. Timeline & Approvals

- Preferred **public launch date** (if set).