

Identity and web questionnaire prepared by Office vs Office

Identity: Feel free to answer in as brief or as detailed as you deem important for us to get a grasp of the nature of the enterprise. Many of the questions may have already been covered but this will serve as a document that we can return to in order to measure our success and make sure our focus stays on track with your vision where appropriate.

**What is the essence of the business/you?** The essence of the business is healthy eating through cooking, counseling, and shopping for the right foods for your personal health.

**How would you define yourself and the focus of your business/you?** Medical professional (Board certified nurse practitioner) who has the medical knowledge to advise people on what to eat and how to cook, or order it!. To actually say a meal is healthy, promote eating for weight loss, a healthy life style , or to achieve specific health related goals; such as but not limited to: reduction of adult onset diabetes, hypertension , and hyperlipidemia. In essence I do counseling for FOOD HEALTH similarly to MENTAL HEALTH. This is a holistic approach in that I not only counsel, I will cook with you, shop with you and create a meal plan that is individual to your personal tastes. Whatever it takes to help you be successful with your nutritional goals. Transform your favorite dishes into healthier, and lower calorie versions without sacrificing flavor or satiety! After learning about a patient's health history, favorite foods, eating and exercise habits, As a Nurse Practitioner I have the medical background to help an individual to set realistic goals, and reach their desired weight!

**What does the name mean?** Both literally and abstractly or metaphorically. "GOURMET" (literally higher end food whether it is farm to table, organic, artisanal, ....abstractly not "bland" food that most diets are associated with) "WEIGH" a play on WAY.... so you get the idea that it is related to weight control.

I like to use "GOURMET WEIGH" as a verb..."you can "gourmet weigh" anywhere even in Mc Donalds!

What would be the opposite or opposing force of your company name/you? **"Bland Diet"**

Who is your primary clientele/audience? **Any one looking to improve their health, to change the "weigh" they eat, The "weigh" they cook, order or shop for food**

And specifically which audience/market will the brand be reaching out to in hopes of growing awareness around your products? **I don't have a product....WISH I DID!!!!!!!!!!!! I would love to have "the fairy" stamp on a brand of foods!!**

What is the main message you are trying to communicate to them? **Phyllis Sheinman : The fairy food mother from the gourmet weigh is the professional you need to reach your goal! With individualized counseling, cooking experiences, and learning to order in a restaurant or shop for the right alternatives, Her Program is customized to modify your relationship with food in every "WEIGH"**

Please provide 2 tag lines, they are not meant to be perfect, just give a general idea of how you would sum up your company in 3 seconds.

**(1)"The fairy food mother" from the gourmet weigh will transform your favorite dishes into low calorie low-fat taste bud provoking wonders that will knock your pounds off!!!!!!!!"**

**(2) Phyllis Sheinman ARNP-C The Only Medical professional who not only will assess diagnoses and treat your nutritional needs but she COOKS TO!**

Who is your primary competition? **weight loss centers, nutritional counselors**

Please provide 3 or more examples of well-designed logos (from any industry) and explain in your words what makes them successful marks. **Have no clue! I like MY logo :)**

Website Questionnaire : Yves.....These questions are a little difficult to answer since I already have a site that I just wanted to make a little more interactive. It is much easier for me to discuss it rather than write it. I have a logo, (if you think it's bad we can discuss...but I have had it for years!

I was told that my web site "sucks" I actually thought it was ok but needed some "tweaks". I'm a technological IDIOT. I would like to be able to send people who have visited the web site information about group cooking events, specials, recipes etc....from time to time but don't know how to send it without everyone seeing everyones e\_mail. Then I'm at you Mercy!!!!!! Any and All of your ideas are appreciated! Can I take you to lunch to discuss?????

**Simply state the goal/purpose of the website?**

**What does it provide your clients?** Recipes, ability to buy the book, and basic info about what I do and who I am

**How do you plan to maintain your site?** I don't know

**Is there anything in the past that you have seen which should be avoided?**NO

**What outcome will make this project successful?** People contacting me for my services, and building my practice!!!!!!

**What colors do you like?** Whatever you like!

**Do you have a logo?** YES

**What would you like your site to be called?** Gourmet weigh

**What functionality would you like? (blog, e-commerce, gallery – please list all and in detail)** NO CLUE

**How creative can I get with design? 1 = very basic, 5 = totally unique.**

Please provide 3+ examples of sites that reflect either the size of the site you envision and or the aesthetic of the site you want to aim for? **NO CLUE**

**Phyllis Sheinman MSN, NP-C**  
**Board Certified Adult Health Medicine**