**"Sponsored Story" Questionnaire**

**for Inside China Basin Podcast**

Please try to answer as many of these questions as possible. If one or two questions feel difficult, you can skip them, but the more you can tell us, the more compelling your "Sponsored Story" will be to our listeners. Type your answers directly into this form, save the document, and email it back to us at: thesportsvirus@gmail.com

**Basic Info:**

**Name of Business:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Year founded:** \_\_\_\_\_\_

**Key Contact person:** \_\_\_\_\_\_\_\_\_\_\_\_\_

 *(this lets us say "When you call them, be sure to ask for…\_\_\_\_\_\_\_.”)*

**Primary purpose of business:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**About Your Business**

*Please write or insert a brief overview paragraph… at least 2-4 sentences, more is fine too:*

**Your Services and/or Products**

*Please list what you do, i.e., what items you sell, what services you provide, or all:*

• \_\_\_\_\_\_\_\_\_

• \_\_\_\_\_\_\_\_\_

• \_\_\_\_\_\_\_\_\_

• \_\_\_\_\_\_\_\_\_

• \_\_\_\_\_\_\_\_\_

• \_\_\_\_\_\_\_\_\_

**Questions (continued on the next page)**

*What's unique about your business? What sets it apart from other businesses that offer these same things?*

*What sort of benefits / special features / extra services do you offer to your customers? (i.e., why should they do business with you instead of the guy down the street?)*

*What are the two or three things you hear most often from your clients?*

*Why do they seek you out in the first place?*

*What keeps them coming back?*

*How has their interaction with your business changed their lives?*

*Do you belong to, support, or participate in any community associations, non-profit groups, or other organizations that you'd like us to mention?*