



## List of 4-6 ideal customers for interviews

Please notify these organizations that a representative from Changescape Web will be calling them to conduct a 10-minute interview.

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_



List of top 3 competitors

List of top 3 strategic partners  
(actual or potential)

Company: \_\_\_\_\_

Company: \_\_\_\_\_

Website: \_\_\_\_\_

Website: \_\_\_\_\_

Company: \_\_\_\_\_

Company: \_\_\_\_\_

Website: \_\_\_\_\_

Website: \_\_\_\_\_

Company: \_\_\_\_\_

Company: \_\_\_\_\_

Website: \_\_\_\_\_

Website: \_\_\_\_\_

Miscellaneous

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List the names and contact of any current resource partners

Graphic design: \_\_\_\_\_

Copywriting: \_\_\_\_\_

Content writing: \_\_\_\_\_

Printing: \_\_\_\_\_

Web design: \_\_\_\_\_

Web programming: \_\_\_\_\_

Publicity: \_\_\_\_\_

Online advertising: \_\_\_\_\_

Social media management: \_\_\_\_\_

Search engine optimization: \_\_\_\_\_

Virtual assistance: \_\_\_\_\_

Other: \_\_\_\_\_

\_\_\_\_\_

If you have a Facebook Business Page, Facebook Ad Account, we'll also need access to that account.

This article explains how to add us as an Admin to the Facebook Page -

<https://www.facebook.com/help/187316341316631>. Paul Barthel will specify the email to use to add us.

Facebook is forcing everyone to use Facebook business manager to create ad accounts; so we will create an account as explained here:

<https://www.facebook.com/business/help/1710077379203657?id=180505742745347>

and then we will create the ad account from within business manager. Once we have the ad account created I can request access to your ad account from our business manager account.



**Account Access - Please Provide Login and Password for  
any accounts you have below**

Email hosting (ie: Gmail, web host)

Competitive research (ie: Spyfu, Wordtracker)

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Web hosting (ie: Hostgator, Synthesis)

Marketing Automation (ie: infusionsoft)

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Web platform or CMS  
(ie: Static HTML, Wordpress)

Project Management  
(ie: Basecamp, TeamworkPM)

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Email service provider  
(ie: Constant Contact, MailChimp)

File sharing and storage  
(ie: Dropbox, Google Drive)

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CRM (ie: ACT, Salesforce, Nimble)

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Web analytics (ie: Google Analytics)

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Listening (ie: Tracker, Talkwalker)

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Social media analytics (ie: Sprout Social)

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Content aggregation (ie: Feedly, Newsle)

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Social media management (ie: Hootsuite)

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Content creation (ie: BlogMutt)

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KPI reporting (ie: Excel spreadsheet)

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SEO Services (ie: Raven Tools, Hubspot)

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Domain Registrar (ie: Go Daddy, Register.com)

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Twitter Login

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Google My Business Access

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Instagram Login

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Google Search Console

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YouTube Login

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Bing Webmaster Tools

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Pinterest Login

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Nearby Now Setup - who to add as users

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Google Ads

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LinkedIn And Company Page Access

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