

BRAND POSITIONING

Worksheet

Answer these questions so we can build a digital presence that actually sounds like you. No wrong answers. Just honest ones.

How to answer: However works best for you. Type it out. Record a voice memo. Shoot a quick video. Handwrite it and send a photo. Whatever is easiest.

Prepared for Kendria / Eleven 27 Event Venue

Blues Prince Media | April 2026

SECTION 1: THE BUSINESS

1. What is the full name of your venue?

2. Where is it located (city, neighborhood)?

3. What types of events will you host? (weddings, birthdays, corporate, baby showers, etc.)

4. What is your estimated capacity? (How many guests can your space hold?)

5. What is your target price range per event?

6. When do you plan to open? (Approximate date)

7. Do you offer any additional services? (decor, catering, rentals, coordination)

SECTION 2: YOUR IDEAL CLIENT

1. Describe your dream client in one sentence. Who is booking your venue?

2. What age range are they typically?

3. What are they celebrating? (What is the occasion?)

4. How do they currently find event venues? (Google, Instagram, referrals, other)

5. What matters most to them when choosing a venue? (Price? Aesthetics? Location? Service?)

6. What frustrates them about the venue search process?

SECTION 3: YOUR VOICE

1. If Eleven 27 were a person at a party, how would they introduce themselves?

2. Pick 3 words that describe the energy of your space.

3. What should someone FEEL when they walk through your doors?

4. Is there a tagline, motto, or phrase you already use or love?

5. What do you NOT want your brand to sound like? (What venues or brands are you the opposite of?)

SECTION 4: PRACTICAL

1. Do you have a domain name? If so, what is it?

2. What social media accounts do you have? (List handles)

3. Do you have professional photos or video of the space? (Even in-progress shots)

4. Do you have a business email address set up?

5. Is there anything else you want people to know about Eleven 27 that we have not asked?

Once I have this, plus access to your logo files, I can start immediately.

Send your answers (any format) to: dennison@bluesprincemedia.com

Or text them over. You already have the number.