

BY FRANZISKA **f** **SS**

1 WHAT'S YOUR BIGGEST FRUSTRATION WITH YOUR CURRENT ONLINE PRESENCE?

2 DEFINE YOUR 5 CORE BRAND VALUES:

USE THE LIST BELOW TO PICK OUT YOUR TOP 5

- | | | |
|---------------------|-----------------|---------------|
| ABOVE AND BEYOND | COLLABORATION | ECONOMY |
| ACCESSIBILITY | COMFORT | EDUCATION |
| ACCOMPLISHMENT | COMMUNICATION | EFFECTIVE |
| ACCURATE | COMMUNITY | ELEGANCE |
| ACHIEVEMENT | COMPREHENSIVE | EMPATHY |
| ACTIVITY | COMPETITIVE | EMPOWER |
| ADAPTABILITY | CONFIDENCE | ENCOURAGEMENT |
| ADVENTUROUS | CONFIDENTIAL | ENDURANCE |
| AFFECTION | CONNECTION | ENERGY |
| ALERT | COMPETENCE | ENJOYMENT |
| ATTENTION TO DETAIL | CONSISTENCY | ENTERTAINMENT |
| ALTRUISM | CONTENT | ENTHUSIASM |
| AMBITION | COORDINATION | ENVIRONMENT |
| AMUSEMENT | COOPERATION | EQUALITY |
| ANTI-CORPORATE | CRAFTSMANSHIP | EQUITABLE |
| APPROACHABLE | CREATION | ETHICAL |
| ASSERTIVENESS | CREATIVITY | EXCITEMENT |
| ATMOSPHERE | DEPENDABILITY | EXPERIENCE |
| AVAILABILITY | DEPTH | EXPERTISE |
| AWARENESS | DETERMINED | EXPLORE |
| BALANCE | DEVELOPMENT | EXPRESSIVE |
| BOLD | DEVOTION | EXUBERANCE |
| BOLDNESS | DIFFERENT | FAIRNESS |
| BRILLIANCE | DIFFERENTIATION | FAMILY |
| CAPABILITY | DILIGENCE | FEARLESS |
| CAREFUL | DIRECT | FIERCE |
| CERTAINTY | DISCOVERY | FLAIR |
| CHALLENGE | DISCRETION | FLEXIBILITY |
| CHANGE | DIVERSITY | FLUENCY |
| CHARACTER | DOWN-TO-EARTH | FOCUS |
| CHEERFUL | DREAMING | FORESIGHT |
| CLEAR | DRIVE | FUN |
| CLEVER | EASE OF USE | FREEDOM |

FRESH
FRESH IDEAS
FRIENDLY
GENEROSITY
GLOBAL
GRATITUDE
GREATNESS
GROWTH
GUIDANCE
HARD WORK
HARMONY
HEART
HELPFUL
HEROISM
HISTORY
HONESTY
INFORMAL
INDIVIDUALITY
INNOVATION
INQUISITIVE
INSIGHT
INSPIRATION
INTEGRITY
INTELLIGENCE
INTENSITY
INTERNATIONAL
INTUITIVE
INVENTION
INVESTING
INVITING
JOY
KINDNESS
KNOWLEDGE
LEADERSHIP
LEARNING
LIBERTY
LISTENING
LIVELY
LOCAL
LONGEVITY
MASTERY
MEANING
MEMBERS
METICULOUS

MODERATION
MOTIVATION
MYSTERY
NERVE
OPEN
OPEN-MINDED
ORDER
ORGANIZATION
ORIGINAL
PASSION
PATIENCE
POWER
POTENTIAL
POWER
PRAGMATIC
PREPARED
PRIDE
PROACTIVE
PRACTICAL
PRECISION
PRESERVATION
PRIVACY
PRODUCTIVITY
PROFANE
PROFESSIONALISM
PEACE
PEOPLE
PHILANTHROPY
PLAYFULNESS
POSITIVE
PERCEPTIVE
PERFECTION
PERSISTENCE
RECOGNITION
REFLECTION
RECREATION
REFINED
RELAXATION
RELATIONSHIPS
RELIABLE
RESILIENCE
RESPECT
RESPONSIBILITY
RESPONSIVENESS

REST
RESULTS
RIGOR
RISK TAKING
SACRIFICE
SAFETY
SENSITIVITY
SERIOUS
SERVICE
SHARING
SIGNIFICANCE
SIGNIFICANCE
SIMPLICITY
SINCERITY
SKILL
SKILLFULNESS
SMART
SPEED
SPIRIT
SPONTANEOUS
STABILITY
STRENGTH
STRUCTURE
SUSTAINABILITY
SYMPATHY
SYNERGY
THOROUGH
THOUGHTFUL
TIMELINESS
TOLERANCE
TRADITIONAL
TRANQUILITY
TRANSPARENCY
TRUST
TRUTH
UNDERSTANDING
UNIQUE
UNIQUENESS
UNIVERSAL
USEFUL
UTILITY
VALUE
VARIETY
VICTORIOUS

3 IN AN IDEAL WORLD, WHAT WOULD YOUR ONLINE PRESENCE DO FOR YOUR BUSINESS?

4 ON & OFFLINE MARKETING TOOLS:

OFFLINE

- BUSINESS CARDS
- POSTCARDS
- FLYERS
- BROCHURES
- MAILERS
- NETWORKING
- REFERRALS
- EVENTS
- WORKSHOPS
- MASTERMINDS
- VOLUNTEERING
- DINNERS
- AWARDS
- TRADE SHOWS
- PRINT ADVERTISING
- PRESS
- BRANDED PRODUCTS
- TEACHING
- BOOKS
- EDITORIALS
- PANEL DISCUSSIONS
- MENTORSHIP
- INDUSTRY ASSOCIATIONS
- PHONE CALLS

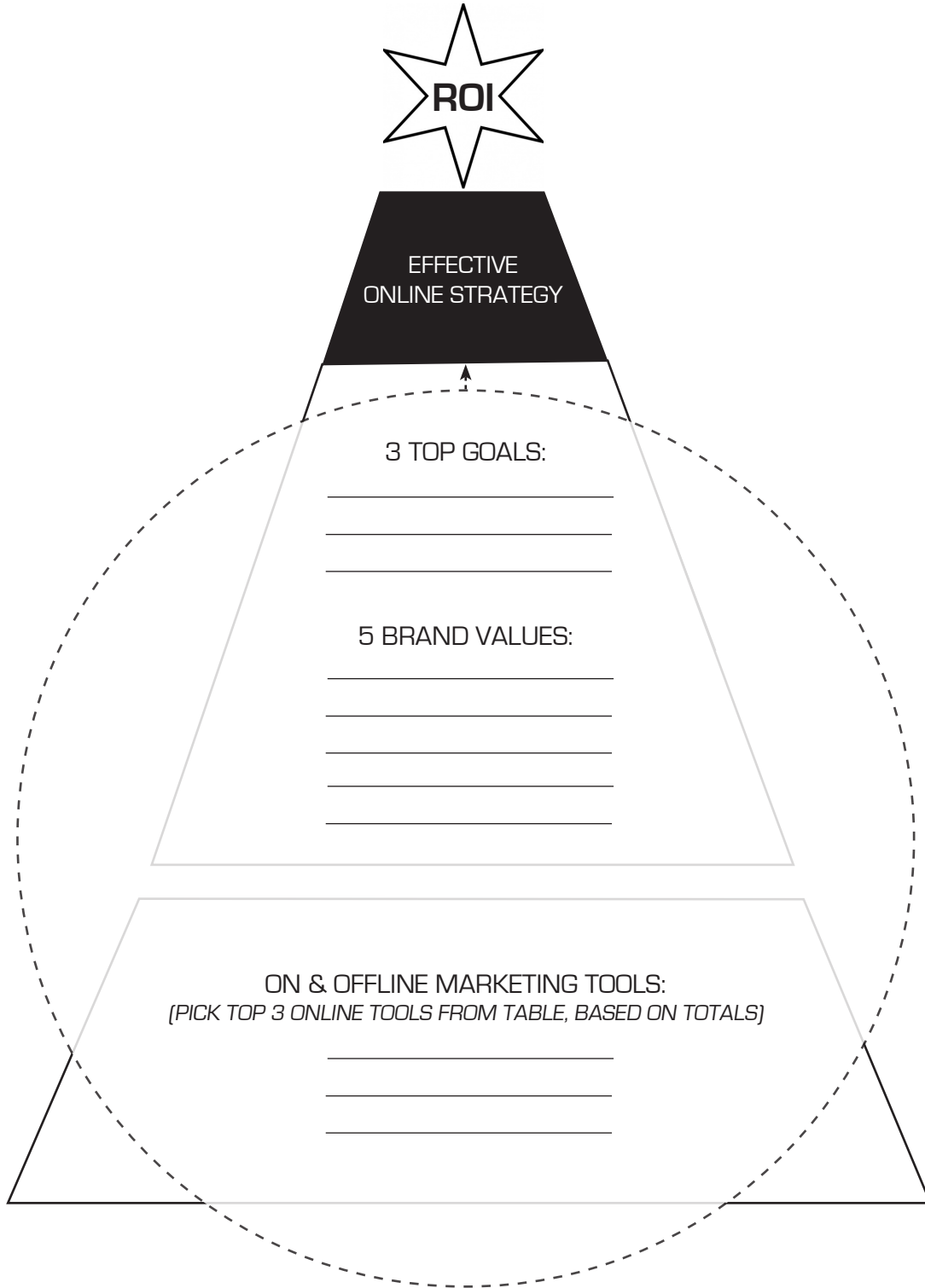
ONLINE

- WEBSITE
- EMAIL MARKETING
- WEBINARS
- PODCASTS
- GOOGLE LISTING
- HOUZZ
- FACEBOOK PAGE
- FACEBOOK GROUPS
- FACEBOOK ADVERTISING
- PINTEREST
- TWITTER
- INSTAGRAM
- LINKEDIN
- LIVE STREAMING
- ONLINE COURSE
- E-BOOK
- FREEBIE DOWNLOAD
- ONLINE SUMMITS
- ONLINE ADVERTISING
- EDITORIALS ON BLOGS
- BLOGGING
- VLOGGING
- YOUTUBE CHANNEL
- VIDEO MESSAGING
- AUDIO MESSAGING
- CHAT BOTS

4 FZK MARKETING TOOL FILTER:

MARKETING TOOLS CURRENTLY USING	RATE EACH TOOL BASED ON EFFECTIVENESS/ CONVERSIONS (1-5)	RATE IT AGAIN BASED ON HOW MUCH YOU ENJOY IT / FEELS NATURAL (1-5)	RATINGS TOTAL
REFERRALS			
WEBSITE			
NETWORKING			
PRESS			
BUSINESS CARD			
EMAIL MARKETING			
FACEBOOK			
INSTAGRAM			

5 FZK ONLINE STRATEGY NAVIGATOR



FZK FRANZISKA:

Franziska Neumann is the owner of FZK Franziska, a creative agency that helps design-oriented clients grow and steward their online presence. She has 20 years of experience in the design industry across the fields of architecture, interior design, and furniture design, and has styled for decor magazines such as Martha Stewart Living and World of Interiors. Her designs have been featured in several decor magazines, on HGTV, and on The Oprah Winfrey Show. Franziska transitioned to web design in 2008 after seeing how difficult it was for other web agencies to understand the heart of design-centered work. She taught herself enough code to program a website and then began to build her team of experts. FZK Franziska is now a team of 8 local and virtual creatives delivering a full spectrum of agency services. Franziska lives with her family in Santa Fe, New Mexico, and (when not working on client projects) she can be found remodeling an old adobe, gardening, or perusing international design magazines in a coffee shop.

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