



Your initial research for your industry is critical as you begin to build a business. Answer the below questions.

Industry:

Which industry have you chosen? _____

Who is your competition locally? _____

Who is your competition regionally? _____

Who is your competition nationally? _____

Who is your competition internationally? _____

Keywords:

What are keywords you use for your industry? _____

What were other suggested keywords that you could use? _____

Hashtags:

What are two hashtags that you could use which are unique to your business? _____

What are other related hashtags that you could use which are not necessarily unique to you? _____
