# Content Intake Form

*This intake form is for any website copy or blog copy.*

# Company Information

Business Name: Planit Eats Inc

Website URL: www.planiteats.com

General Phone Number: 855-569-6325

General Contact Email Address: michael@planiteats.com

Facebook: planiteats

Instagram:planiteats

Twitter:need

Pinterest:need

LinkedIn:need

Yelp:need

Inspo Site:

<https://galatea.webflow.io/>

<http://freshly.com/>

# Content Marketing Goals

What do you hope to achieve with our content services?

* create informative content around nutrition that ties to our brand/product to assist with SEO/CVR

Do you have a current marketing strategy? If so, please provide details.

* Current strategy is limited to boosted Ads within FB community
* We’ll be looking to Level Up for some direction where applicable but anticipate a full ecommerce marketing play for paid & organic, throughout most channels
  + SEO/Blog
  + PPC, Affiliate (possibly), Retargeting, Social
  + Email
  + Loyalty/Retention

Are there any key services or products you see as growth opportunities?

* Our 21 day challenge (good entry for new customers)
* Our overall product/service
* Focusing on healthy snacks has strong opportunity IMO, and is a differentiator

Who is your target audience?

* **Mr & Mrs Fitness:**
  + **Summary:**   
    I workout and know that healthier eating will make me perform better. I need some guidance but I’m also looking for an easy solution so I don’t have to worry about what’s in my food because that’s been solved for me.
  + **Demographics/Psychographics:**   
    25-45 yo, 50K+income. I’m comfortable spending money on gym memberships, healthy food and other fitness related goods.
  + **Goal (Identify their main aspirations):**  
    Look good and feel good.
  + **Pain Points (barriers they want to overcome):**   
    I know nutrition is key to performance but I don’t know where to start. Or I just need something that I know is healthy and is prepared for me because I don’t have the time.
  + **Solution (messages we want our content to convey to them):**   
    Ready made, nutritionist crafted, real ingredient snacks & meals to support your healthy and active lifestyle. Available on-site, at home, or on-the-go.
* **Overweight:** 
  + **Summary:**   
    I’m overweight. I’ve tried fad diets. I’ve tried more exercise. Neither seem to do the trick and I lose interest.
  + **Demographics/Psychographics:**   
    35-55 yo, 60K+income. If it works I’ll try it, but I’m skeptical. I do know that having a coach and a plan will probably help me.
  + **Goal:**I want to feel like I’m making progress with my weight and that it’s sustainable.
  + **Pain Points:**   
    I feel like no matter what I do, I’m overweight because this is just my body type. I’m also a little weary of making changes. I don’t know how to cook healthy either.
  + **Solution:**   
    We’ll give you the knowledge about the food and the food itself to empower you to make simple changes to your meals, providing a sustainable means for you to lose weight.
* **Doctor’s Orders:** 
  + **Summary:**   
    I’m scared because I’ve been diagnosed with unhealthy markers and have real symptoms, or I’m predisposed. I need to change something otherwise I’m in deep trouble.
  + **Demographics/Psychographics:**   
    45-75 yo, 75K+income. I’m a typical American that’s been misled about poor food repercussions.
  + **Goal:**I need to find a solution fast.
  + **Pain Points:**   
    I’m scared, alone and I’m used to just taking a pill to fix something.
  + **Solution:**   
    You’re safe and we’ve got you. We’ll show you the healing powers of good nutrition.

What is your target geo?

* East & Southern Massachusetts (Boston & below)
* Rhode Island

What keywords do you want to focus on/rank for?

* Meal delivery/plan/prep/service;
  + \*fresh, healthy, gluten free, dairy free, prepared, healthy
  + \*corporate, hospital, affordable
* Food delivery near me
  + \*healthy, fresh, gluten free, dairy free
* Food/Diet for
  + Autism, lowering cholesterol, diabetes, weight loss, brain fog, specialty

What calls to action do you want to include?

* Get Started, Explore More, View Plans & Menu, Sign Up Now

# Brand Overview

What makes your business unique?

* More than a meal plan, we use food as medicine. We educate & empower people through food to live their best life.
* All meals are gluten/dairy/sugar free, anti-inflammatory, low glycemic & delivered fresh
* Healthy snacks in addition to meals
* Flavor meets functionality

How would you describe your brand?

* Approachable, encouraging, simple, satisfying

Do you have a style guide or existing assets you’d like to use?

* See attached

# Resources and Guidance

Are there other businesses you’d like to emulate in terms of content (type, tone, etc.)?

* Freshly.com: visually, structurally, messaging for basic service, tone
* Trifecta.com: health concept (with larger audience as stated in personas)

Are there any specific topics you would like to cover? Any specials, deals, or upcoming events?

* TBD: Product Trial, New Menu Items

Are there any services or products you do NOT want to focus on?

* Want to sell the weekly ordering meal plans and the wellness programs

Who are your top competitors?

* Freshly
* Factor
* Trifecta
* All national brands
* There are tons of local and smaller meal prep companies

Is there any industry-specific terminology we should include in content?

* Insulin resistance, mitochondria dysfunction, metabolic dysfunction, leaky gut
* Gut-biome, anti-inflammatory, hashimoto, celiac, chrones, diabetes, microbiome
* Weightloss, gluten free, no refined sugar, no seed oils, no preservatives, no artificial sweeteners, no artificial color

Are there any terms we should avoid?

* Not that I can think of

**Blog Graphic Guidance**

# Notes

1. Who are we for?
   1. Mr & Mrs Fitness
   2. Overweight
   3. Doctor’s Orders
2. Who are we against?
   1. Quick fix meal plans without empirical data
   2. Packaged goods with misleading *healthy* labels
3. What role will our business play?
   1. PlanIt Eats will be an affordable, healthy meal plan option that also provides guidance, knowledge and ultimately empowerment so that you can enjoy living a sustainable best life. .
4. **PURPOSE:** *Why do we exist?*   
   We believe that food is the root source to healthy living.
5. **VISION:** *What future do we want to help create?*   
   A world of healthy and happy people.
6. **MISSION:** *What are we here to do?*   
   Empower every person to utilize food as a means of living a healthy life.

**Value Proposition:**

*PlanIt Eats develops new food based on the latest science to provide the human body with the proper nutrients for optimal health. Our research based foods target the key health functions that support healthy aging and active lifestyles. Since 2002, we have been innovating and designing our meals to meet the needs for healthy aging to active lifestyles. To help people perform their best, today & in the future.*

*(WE’LL CONTINUE TO TWEAK THIS)*

**Objective:**

This is a nationwide issue and it's coming to the surface. Food affects people in a number of different ways. Our objective is to create an approachable and sustainable solution that can assist people with a number of ailments. The end result for all of them is feeling a feeling they haven't felt in quite some time. Feeling a refreshed you. Like water for fish, food for humans. Keep it clean and simple so you can focus on enjoying your life.

**PHRASES/TAGLINES:**

Empowerment Through Food

Real Food, Real Results

Nutrition Made Simple

Not Just Meal Prep, Food Science

A healthier you, delivered to your door

Increase your health and wellness baseline.

Discover the potential of healthier eating

Become the best version of you

It’s incredible what proper nutrition feels like

Taste & feel the difference. Your future self will thank you.

A healthier you is just a meal away

Life Changing results

Overwhelmed with being healthy, stops here.

Designed by doctors, approved by humans

Results Driven Healthy Eating, Delivered to you.

Become the person you deserve to be.

Enjoy the process of becoming a better you

**Value Propositions:**

We Educate & Empower People Through Food to Live Their Best Life

Sustainable health through proper nutrition… that’s enjoyable too.

**Key Statements:**

We provide satisfying meals that are nutrient dense & deliver results.

Our meals provide an easy way to enjoy an anti-inflammatory diet that's as satisfying as it is healthy.

Health, fat loss & feeling good through chef-prepared, nutrient dense, satisfying meals delivered to your door.