

Quick Word on Questionnaires

I have provided **two questionnaire formats** which are suited to two different purposes:

A **PDF version** which you can print and hand, or send to a client. They will complete it with a pen in writing and ticking boxes.

If the client is competent with Adobe Acrobat or any software that enables the user to type into a PDF document, they can type in the answers to the questions, saving the PDF before returning it.

The PDF is without any branding so that you can place your own logo upon it (using Illustrator) to customize it to your business. You can also add and remove questions as you see fit.

The second is a **text version** which you can cut and paste into an email. This represents the most common and most simple option and it's what I use 99.9% of the time. Your business practices may grow to differ so you'll find that you might use both options regularly, especially if you deal with prospects and clients offline.

The text version has two amended questions which replace the check box questions in the PDF so they can be answered with text.

The client simply types their answer beneath the questions in the email and replies.

You can also choose to send a .doc file and the same applies. Answers are typed by the client below each question, the document is saved and returned to you.