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**Template: Pre-Launch Client Questionnaire- Systems Vault**

1. What is the big picture goal of this launch? What launch results are you looking for? Are they SMART goals (Specific, Measurable, Achievable , Realistic, Timely)
2. What is the offer?
3. Who is the audience?
4. What type of launch is it?
5. What is your timeframe?
6. What will the promotional channels be?
7. What assets do you already have, and what do you need to create?
8. What are the resources available? Are there current team members that can help, will additional contractors need to be hired?
9. Is there a post-launch follow up offer? If so, what is it, and will it need ongoing work?