Purpose of this document: to create a categorized lists of questions to ask client on initial meeting.

.Email Intro

Hi,

It was great meeting you . As discussed, I have some follow up questions to help me collect the right information & files in order for me to plan & quote the project. Please click the link below to an online questionnaire document where I need you to verify existing information & complete anything that's missing/

.Email End / Call To Action

Please let us know once you’ve added all the information you have, we will study the information & put together a proposal that best serves your needs.

Please complete the portion of this form that applies to you or your business needs as it relates to our service module.

.General Information

- Contact Full Name

- Contact Email:

- Contact Phone Number:

- Business Name

- Business Type (Sole Trader, Company)

- Business Address

- Business Phone Number

- Business Email

- Business Website

.How can we help?

Please select the areas where you feel our assistance is needed to help you grow your business & reach your goal.

- Graphic Design & Branding.

- Website Design & Development.

- Software Development

- App Development

- Content Creation

- Business Development.

- Business Plan.

- Marketing Plan.

- Online Marketing & Branding (Facebook, Instagram, Google and others)

- Offline Marketing & Branding (Printing & Signage)

.Business Information & Background.

- How long has your company been in business?

- What about your background or product or service sets you apart from your competitors? Why should your prospects buy from you or engage with you?

- Share 5 adjective or words that best describe your company

- Describe your products and services.

- Who are the decision makers on this project? What is the turnaround time for making a decision?

. Planning:

.Market Research

- Do you have any market research about your ideal client or your product/business that you can share with us?

- Who is your target market? Describe your current customer? (Describe demographics/Geography/, etc)

- What message do you wish to convey to your current customers and your new customers?

.Competitor Research:

- Do you have any research about your competitors or similar companies to yours that you can share with us

- Who are your 3 main competitors? What are the strengths & weaknesses of each?

.Budgeting & Timeframes.

- What are your funding resources to secure our services? What is your allocated budget for the

Services you are requesting?

- Do you wish to secure our services by retainer or by the hour?

- When would you like to get started? List approximate or exact date:

.Graphic Design & Branding

- Please share 3 links of brand whose brand identity inspires you. What do you like best about them?

- If you already have artwork designed, please send us a copy of source files.

.Web Design & Development

- Please share 3 links of website that inspires you. What do you like best about them?

- Please share 3 links of website that you DO NOT like. What do you not like about them?

.Online Marketing

- What is the goal of your online advertising plan?

- What form of media do you wish to use to publicize your product or service online? (Social Media, Search Engine, …)

- What are the goals of your marketing campaign, (be specific)? (For example, branding, awareness, sales,etc)

- What is your budget for the media buy? (To advertise by week, month, quarter or year)

.Offline Marketing

- What is the goal of your offline advertising? (For example, branding, awareness, sales,etc)

- What form of media do you wish to use to publicize your product or service? (signage, posters, flyer distribution, packaging)

- What is your budget for the media buy? (To advertise by week, month, quarter or year)

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.Copywriting

.Video & Animate

.Business Development

- ! Building business processes & procedures.

- ! Analysing business operation & providing a plan for improving product & service quality.

.Other

- Please share any notes, ideas, drafts or completed work you have on file.