



## **THE SHARP MACHINE PROJECT PLANNER**

Please fill out as much of this Project Planner as you can. All of the questions will be covered, in detailed, in your initial consultation. Any questions you are uncertain of, or do not apply to your project, please leave blank. If you have any questions regarding this Planner, feel free to call (530) 638-3581.

Once completed, email your completed Planner to [info@sharpmachinemedia.com](mailto:info@sharpmachinemedia.com) and a representative will be in contact to schedule your consultation. If a consultation meeting has already been scheduled you can print it out and bring it.

Thank you for considering Sharp Machine and we look forward to speaking with you soon.

### **BASIC INFO**

Your Name:  
Company Name:  
Your Position:  
E-Mail:  
Phone:  
Website:

### **ADVANCED INFO**

Address:  
Zip Code:  
City:  
State:  
Country:

### **COMPANY INFO**

What year was your company/organization founded?

Does your company have any products or services? If so, please describe them.

## TARGET AUDIENCE

What is the age range of your target audience?

Of that range, what is your primary target age group?

Are there any prevalent occupations among your target audience ? *For example: managers, accountants, designers, salespeople, entrepreneurs, etc.*

## ABOUT YOUR CUSTOMERS

What type of market is your company/organization addressing? *Local, regional, national, sub-continental, continental, or global?*

What is the annual income of your target audience?

Do you target people with a certain education level? *No diploma, high school, bachelor degree or advanced degree?*

What problems do your customers have that your business solves?

## POSITIONING

If I would have to describe my product / service in 3 words, I would say:

- 1.
- 2.
- 3.

My slogan / tagline is:

## COMPETITION

Do you have direct competition? Products which perform the same function compete against each other (for example one brand of notebooks competes with other several brands of notebooks). If so, please the competitors name, website and any details.

## DIFFERENTIATORS

What sets you apart from your competitors? Why do you believe site visitors should do business with you rather than with a competitor?

## PROJECT DETAILS

When are you looking to begin your project? ASAP is not a valid answer.

When are you looking to launch your project? Again, ASAP is not a valid answer.

What is your target budget? Your budget determines how much time we can spend on your project.

- Less than \$3000
- \$3000 - \$5000
- \$5000 - \$10,000
- \$10,000 - \$15,000
- \$15,000 - \$20,000
- More than \$20,0000

What services do you need? *Web design, web/WordPress development, branding & identity (logo), print design.*