# A close up of a logo  Description generated with high confidenceFIRST CHAPTER CLIENT QUESTIONNAIRE

 **Note**: Answering the following questions gives me a better idea of you and your business/organisation. The more I understand you, the better I can guide you to reach your target audience. Don’t hesitate to skip those questions that don’t relate to you.

## Your Business Information:

**Today’s date:** **Your business name** **and type:**

**Your name**: **Primary contact**:

**Primary e-mail**: **Primary contact phone number**:

**Will I be working with anyone else? E.g. PR agency, marketing consultant, designer etc**

## Project Information:

**What is the project? (Briefly summarise what is involved)**

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**What are you trying to achieve? e.g. brochure, website, information boards, report, communications plan etc/do you have a previous example?**

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**Do you have a deadline for this project – what is it?**

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**What resources do you have that can help with this project? Do you have a website? Do you have a style guide? Do you want files saved in a particular format?**

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**Do you have a business slogan or ‘tag line’ that clearly describes what you offer in terms of benefits or features. If so, what is it.**

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**Describe your targeted audience/target market? (The people you want to become your customers or clients). What are their demographics (income range, age range, professions, interests etc).**

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**What do you want people to think, feel and do as a result of this communication?**

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**Do you have any special requests – tracked changes on Word documents, provide draft as a pdf and in Word, hard copies etc.**

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## Financial Information

**Do you have a budget for this project?**

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## Anything else I need to know about this project?

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