

PROJECT BRIEF

Please answer each question completely on this questionnaire and return the completed document by email. The more I know about your product, service, company, and target audience, the more effectively I can write content and copy that achieves your objectives. Also, please DO NOT expand document past these four pages.

Date: _____

NAME _____ Email: _____

Phone _____ Ext. _____ City: _____ State: _____

Company Name: _____

of Years in Business _____ # of Employees _____ # of Customers _____

Websites: _____

A. What is your relationship with the above company? _____

B. Who else is involved in this project for approvals and implementation? _____

C. Who makes the final decision? _____

D. Do you represent an Advertising Agency or Marketing Division of a major corporation? _____

E. If yes, who is the lead or point person for this project? _____

F. What time frame are you working with? When do you need the project completed by? _____

G. What problem did I help Dr. Hunsicker alleviate? _____

1. In a few sentences describe what your company does.

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2. Which type of online marketer would you consider your company to be? (Please select one)

- _____ Rookie: just starting out dipping your toe in this massive stream
- _____ Journeyman: you have completed a few digital marketing campaigns
- _____ Veteran: you have used digital marketing extensively to sell products and services

3. What's broken or frustrates you about your current marketing efforts?

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4. What exactly do you think needs to be written to achieve your objective? (Series of emails, Website, Case Study, Sales Page etc.?)

5. What result are you hoping to accomplish with this piece? (Create exposure? Generate leads? Generate sales online? Educate your audience?)

6. Who is your typical prospect, customer, or buyer? Please describe in detail and provide as many insights as possible about this target audience.

7. Will this marketing piece feature a special offer of some kind, such as a helpful e-book, a white paper, or an enticing discount? If so, please provide as many details as possible.

8. What's the product or service featured in the marketing piece?

9. Briefly describe your product or service. (A few brief bullets are fine here too.)

10. What need, problem, goal, objective, requirement, interest, or desire does the target audience have that your product or service addresses?

11. What are the key features of your product or service?

12. How does your target audience benefit by using your product or service? How do they benefit from the features you described above?

13. Who is the primary competition for this product or service?

14. How is your product different and/or better than the competition?

15. Why is this product or service offer a great buy for your target audience?

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16. What evidence is available to convince prospects that this is a great product or service? (Testimonials, awards, recommendations, statistics, etc.)

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17. What keywords or phrases will your prospects search for to find your products or services?

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18. Do you currently have a good customer or prospect list we will be writing to? What's the approximate size of your list and which type of list do you have? Customer or Prospect?

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19. How much have you budgeted to get this project successfully completed? Please keep in mind if you don't have a budget, you really don't have an urgent project.

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20. What additional information do you have or can point us to that would be helpful?

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Scheduling: What days and time of day are best for you to meet? _____