

Client Questionnaire

1. Download to your desktop
2. Complete electronically
3. Save & email to: info@thesarkytype.com

Thank you for getting in touch to ask about a bespoke project

I've created this questionnaire to find out more about you and your business. Please complete it or I'll have to break your legs.

Let's get started!

1. PROJECT

Tell me all about what you have in mind:

2. BUDGET

No one likes talking money but let's not sweat it. Just be honest about what you're hoping to spend on the bespoke service(s). **Please note I can't complete a proposal without having a figure in mind.**

Pop an estimated figure in the box: £

Do you see this project as a one-off thing or something more long term? Please let me know how you see it working:

3. TONE/VOICE/POINT OF VIEW

When we write, our words include the above factors. What I need to know is how you want your content to read (serious/funny/corporate/other) and what point of view you're writing in (I/we/you/they).

Tell me about the tone and point of view of your content:

Does your business have a Writing Style Guide? Yes No

Jot down words and terms that best describe you and/or your business:

Tell me what keywords you use for your business - the words you want to, or are found for on search engines:

Tell me what words or terms you do NOT like and want me to avoid:

4. AUDIENCE (YOUR NICHE/MARKET)

Please tell me a little about your target market/ideal client:

Do you have a USP (Unique Selling Proposition)? If so tell me about it:

That's it!

I hope that wasn't too painful. If you have anything further to add please pop it here:

Date:

Your name & business:

Save your completed form to your desktop, using your name as the file title.

Send it to: info@thesarkytype.com

I'll be in touch very soon!

Sarah

