

Client Questionnaire

1. Download (desktop only)
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

Give me all the details of your project idea:



How many pages of content do you require? (or give me an approximate word count):



2. BUDGET

No one likes talking money but let's not sweat it. Just be honest about what you're hoping to spend. Please note, I can't complete a proposal without knowing an amount.

Pop an estimated figure in the box: £

Do you see this project as a one-off thing or something more long term? Be as detailed as you can:

3. TONE/VOICE/POINT OF VIEW (first-person/third-person)

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 your business:

Tell me what words or terms you do **NOT** like:



4. AUDIENCE

Who is your ideal client or target market?



Tell me what **keywords** you're currently found for on Google:



Tell me what **keywords** you'd like to be found for on Google (if applicable):



Let's get more specific, what **keyword phrases** describe what you offer? For example, I target 'funny business blogger Oxford' or 'SEO content writer Oxford'.

Give me a few detailed phrases about what you offer:



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

