

Part 1: General Information

First name:*

Last name:*

Company name:*

Company website:*

Email address:*

Your job title:

Work phone:*

Department:

Mobile phone:

Industry/sector:

Part 2: Company Overview

2.1 Describe your company, along with the products/services you offer. Why do you exist?

2.2 Where is your primary office location and what cities/countries do you do business in?

2.3 What are the approximate annual revenues of your company?

2.4 How many people does the company employ?

2.5 How many are partner/principal/owners?

2.6 What is the core idea/mission statement of the company?

2.7 What are the growth or other goals for the company in three to five years? Ten years?

2.8 What are the top three things your company does to market itself?

Part 3: Understanding the Problem

3.1 Who are your top competitors? By what criteria do you determine them as competition?

3.2 What makes your firm stand out from your competitors?

3.3 What sort of project are you considering initiating (i.e. brand strategy consultation, re-naming, identity design, website, social media, marketing automation, etc.)?

3.4 What are the top three concerns that have led you to conclude you may need assistance?

3.5 If there was one thing you could wave a magic wand over and fix, what would it be?

3.6 What do you want the outcome of the work for this project to be? i.e. How will you measure the success of this project?

3.7 Any other comments or information you think we should know?

3.8 When might you require our services?

3.9 How would you like us to contact you next?

3.10 When is the best time to contact you?