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A. About Your Project

Instructions: Please complete and return the questions below. Your unique responses to each question will better enable us to meet your individual needs. Please be sure to answer **every** question – rather than referring to your website or print material – so we can obtain *your* views about your business. Your individual responses and valuable insight will better help us provide you the most customized and effective final product. Please feel free to e-mail us any additional information.

1. How can we **help**?

- Design Print/Sales Collateral
 Data Marketing Assistance
 Postcard Marketing

2. Describe your **target audience** or the person reading your sales message?

3. What **action** do you want taken after your audience reads your sales message? (example...)

- Call Visit your store Visit your website

4. What special, time-sensitive **offer** will you give to prompt an immediate response? (*25%off, *\$100 off by a certain date, *FREE trial, etc.)

B. About Your Product

2. What is the **main selling point** of your product/service? What makes it **different**? Why should someone buy from **you** instead of your biggest competitor?

1. What **product or service** do you sell? Briefly describe:

C. 1. About Your Company >

2. Briefly describe your company? (Examples: Year started? why it's unique, what image do you want to convey to consumers? What's the **one, most important** thing you would like people to learn about your company from your printed material?)

Name: _____
Phone: () - _____
Fax: () - _____ Web Address: _____
Mailing Address: _____

City: _____ State: _____ Zip: _____
E-mail: _____