

## Getting Started Worksheet

### Tell us about yourself:

Your name: \_\_\_\_\_ Company name: \_\_\_\_\_ Size: \_\_\_\_\_

Type of business \_\_\_\_\_  Non-Profit

Do you have a mission statement? \_\_\_\_\_

What makes your business unique? \_\_\_\_\_

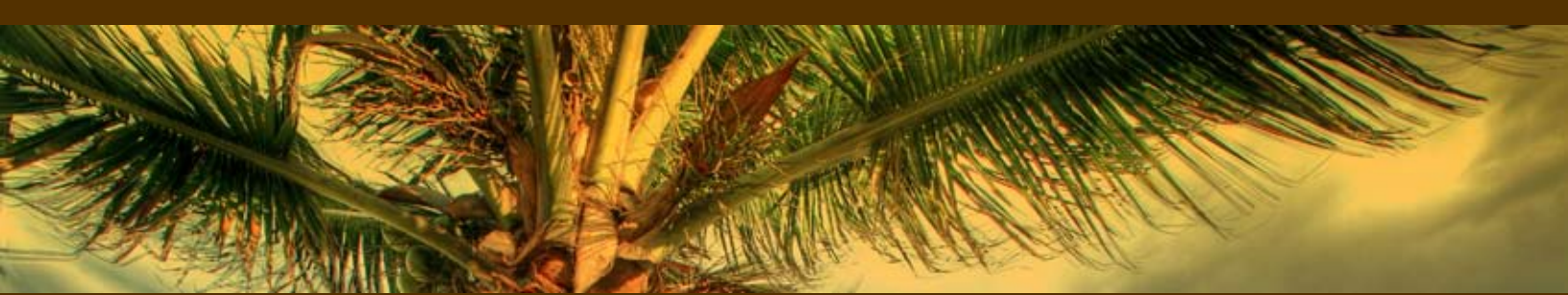
Who is your market? \_\_\_\_\_

Describe your ideal client or customer. \_\_\_\_\_

Who are your competitors? \_\_\_\_\_

What is your marketing budget? \_\_\_\_\_

Have you worked with an agency in the past? \_\_\_\_\_



## Getting started worksheet

What marketing tools are you currently using? \_\_\_\_\_

\_\_\_\_\_

What kind of response have you received? \_\_\_\_\_

\_\_\_\_\_

What goals do you have for the next 5 years? \_\_\_\_\_

\_\_\_\_\_

Specifically, what parts of your business would you like to promote?

- We have a business plan and want a consultation on all of our start-up advertising and design needs
- We want to start a web-based business and need a web site and marketing plan
- We have launched a new business and want to increase our sales/ visibility to the public
- We are an established business who wants to \_\_\_\_\_

\_\_\_\_\_

## What kind of marketing and graphic design services are you looking for?

Brand:

- name
- logo
- tagline
- re-brand our existing identity

Letterhead:

- business cards
- stationery
- corporate/sales folder



# Getting started worksheet

## Collateral Materials:

- brochure
- sell sheets/fliers
- rack brochures/rack cards

## Direct Mail:

- post card mailer or post card campaign
- newsletter
- holiday or special occasion card
- invitation for our special event

## Tradeshow:

- tradeshow booth or stand-up signage/banners
- handouts or literature for a show
- promotional items or give aways

## Packaging:

- CD cover and label
- product packaging
- tags or labels
- point-of-purchase display

## Internet:

- new web site
- We have a web site, but want an audit or re-design
- We want to switch web designers to get faster updates and better service
- emailer to promote an offer, service or event
- set of banner ads
- enewsletter

## Advertising:

- ad or series of ads for publication in a magazine/newspaper
- We need help placing our advertising
- We are interested in outdoor advertising

