

**PROJECT  
QUESTIONNAIRE.**

Once you’ve completed the following questionnaire,   
please email this document to alex@deptofhello.com

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# BEFORE YOU GET STARTED.

The purpose of this questionnaire is to help me understand who you are, what you are contacting me about and what your project may involve. I ask that you fill out a Project Questionnaire because I find that my clients typically prefer to have some time to think through their answers prior to our meeting, rather than be put on the spot during our initial consultation.

**Please provide as much detail as you can.** This will help direct and streamline our follow-up meeting, allowing me to collect all relevant information required to provide an accurate estimate for your project.

Please note: The information you provide in this document will be held in the strictest confidence and will not be shared with any 3rd party without your express permission.

## YOUR DETAILS COMPANY DETAILS

Your name Company / Brand

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| --- | --- | --- |
| Click or tap here to enter text. |  | Click or tap here to enter text. |

Phone Number Website (if existing)

|  |  |  |
| --- | --- | --- |
| Click or tap here to enter text. |  | Click or tap here to enter text. |

Email

|  |
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| Click or tap here to enter text. |

1. WHO ARE YOU AND WHAT DO YOU DO?

What is your product or service? Company size? Location? How long have you been in business? What are you most proud of?

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| Click or tap here to enter text. |

1. ARE YOU A NEW OR EXISTING BUSINESS?

New

Existing

1. WHAT BUSINESS PROBLEM/S ARE YOU WANTING TO SOLVE?

What are the challenges you are currently facing/expect to face? Have you had any performance issues to date?

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| Click or tap here to enter text. |

1. WHAT IS THE SCOPE OF THE PROJECT?

I am interested in the following Brand Builder Package (please select):   
Note: Please email me at [alex@deptofhello.com](mailto:alex@deptofhello.com) to request my Brand Builder Packages doc.

Foundation Starter Package

Foundation Builder Package

Foundation Starter Package

Foundation Builder Package

AND/OR: Please list all items you need designed or added to one of the above packages.

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| Click or tap here to enter text. |

1. DO YOU HAVE A LAUNCH /DELIVERY DATE?

YES - the date is fixed at

dd/mm/yy

YES - Ideally I’d like to launch by

dd/mm/yy

NO - just ASAP please

1. WHO IS YOUR AUDIENCE / TARGET MARKET?

Include details such as occupation, gender ratio, average age, nationality/location, lifestyle preferences etc.

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| Click or tap here to enter text. |

1. WHO ARE YOUR COMPETITORS? WHY?

Who are they? How are they positioned alongside your business? Are there any current trends/other brands effecting growth? (Please provide names and website addresses for any competitor businesses).

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| Click or tap here to enter text. |

1. HOW DO YOU DIFFER FROM YOUR COMPETITORS?

What makes your business unique? What is the key reason customers choose your product/service?

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| Click or tap here to enter text. |

1. IF AN EXISTING BUSINESS: HOW DO YOUR CLIENTS CURRENTLY FEEL ABOUT YOU?

How are they talking about you? What are they saying? Are they giving positive or negative feedback? Why?

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| Click or tap here to enter text. |

1. HOW DO YOU WANT YOUR CUSTOMERS TO FEEL ABOUT YOU?

What do you want them to say about you? List statements and/or provide 3 adjectives about how you want to be perceived (eg. conservative, contemporary, friendly, formal, expert, humourous, professional etc.)

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| Click or tap here to enter text. |

1. FROM A MARKETING PERSPECTIVE, WHAT IS YOUR ULTIMATE OBJECTIVE?

Ie. Are you looking to grow your mailing list, get more clients, gain awareness, sell more of your product or change your image?

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| Click or tap here to enter text. |

1. WHAT IS YOUR BUDGET?

Some people don’t like to disclose their budget for fear of not being priced ‘fairly’. However, my pricing structure is already set. This question is simply to help determine upfront if I’m going to be able to provide you what you are wanting within your budget parameters. Do you have set budget within which you are hoping to achieve your requirements, or are you as yet unsure what your project might cost?

Fixed budget

$ Click or tap here to enter text.

Approximate budget

$ Click or tap here to enter text.

Unsure

# WHERE TO FROM HERE?

***When you have completed this questionnaire, please email it to me at: alex@deptofhello.com***

The next step is for us to catch-up to discuss your project and answer any outstanding questions either of us may have. Please provide the following details so that I can come back to you with some options.

## DO YOU HAVE A LAUNCH /DELIVERY DATE?

Skype - please provide your skype handle

Click or tap here to enter text.

Phone - please provide number if different from pg 1

Click or tap here to enter text.

In person (if Auckland based)

## WHAT DAY/S AND TIME/S BEST SUITS YOU TO MEET?

## DAY/S Any day Mon Tue Wed Thu Fri

## TIME/S Morning Afternoon