

Client Questionnaire

Before starting any project it's essential to get the right preliminary information from your clients. This will help pave the way to a successful project, assist in bringing client's vision into perspective and build a lasting relationship.

Company Information

Why do you want a new booklet? What do you want your new booklet to accomplish?

Who are your main competitors and how are you different from your competitors?

How would you describe your services?

What are the long term goals of your company?

What's the age range of your target audience?

Project Information

What do you NOT want used in terms of text, content, etc.?

Do you have any color preferences, or existing brand colors?

Do you have any colors that you do not wish to use?

Do you have any specific imagery in mind?

Do you have a logo?

What feeling or message do you want this booklet to convey to those who view it?

Where will this booklet be used?

Budget?

What booklets appeal to you and why?