



910 W Palo Verde Street
Gilbert AZ 85233
480.219.9069
info@910west.com

Pre-project questionnaire

1. WHAT IS MY GOAL?

Be sure to make this specific and measurable. Example: I want my website to attract 5 new prospects per month.

2. WHAT IS MY BUDGET?

No one likes talking about money but having a number in your mind helps to guide the scope and direction of the project. To make it easier, don't worry about setting an exact price; instead set a price range. Example: For my website project, I plan to spend between \$2,000 and \$5,000.

3. WHAT IS MY TIMEFRAME?

Just like me, you probably needed this project done yesterday but you still need to set a realistic due date for your project. Example: I would like to have my site launched in six to eight weeks.

4. DO YOU PLAN TO USE EXISTING MARKETING MATERIALS IN THIS PROJECT?

This includes anything you are currently using to promote your business: a logo, business cards, direct mail, ads, an existing website, or even promotional items like pens. Example: I want to adapt the text from my last postcard to my Home Page.

5. EXAMPLES OF SIMILAR PIECES THAT YOU EITHER LOVE OR HATE.

Doing a little research before meeting with your graphic designer is critical to communicating your needs and getting a final product that you love. Example: I love XYZ Competitors About Us page but hate the look of their Home Page.
