



Client Questionnaire for Direct Response Marketing Integration and Website Development

Thank you for taking the time to fill out the questions below with the details that will be used to create your email advertising, your website copy and newsletter copy.

By filling out this form thoroughly you will avoid lengthy phone calls requesting details about your desires and needs concerning presenting your business professionally in advertising and offer copy.

Contact Information

Name: _____

Title: _____

Company Name: _____

Address: _____

Address2: _____

City: _____

State: _____

ZIP Code: _____

Email: _____

Telephone: _____

Fax: _____

You're Website URL: _____

Who will be the contact person(s) for your project with us? :

Your Website FTP Address: _____

Your FTP Username: _____

Your FTP Password: _____

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*"The Complete Profit System For Your Business Designed To Help You **CUT** Your Advertising Costs By At Least 50% and **INCREASE** Your Profits Simultaneously!"*

Business Description

What is the nature of your business

Does your business have a Mission Statement?

Briefly describe your products or services

List two short key phrases that describe exactly what you offer, in about 20 words or less. (This is about your product or service specifically, and not you, your business or your website.)

Company Tag Line or slogan

What are your businesses goals

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Marketing Strategy

What is the primary message you wish to convey

Are there specific words you want used in your marketing

Who is your target audience (please define closely as possible)

Please describe your very best customer (profile, not human)

Why are they the best?

What do you want people to see and know about your business

What makes your company unique in your niche

What makes your product(s) unique?

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Do you offer bonuses or extras of any kind (optional)

Do you offer any product guarantee (optional)

Look and Feel (for website design)

Are you serviced by a webmaster or website development company

Who to contact at this company (all contact information please)

Do you already have a database of graphic images, graphic logo's, photographs, etc. that you can email for use in your marketing?

Would you like us to create your images? (Please state the type of pictures you would like us to use)

Do you have a color scheme or an idea about how you want your communications to look? Please describe.

Do you have text content ready for your emails?



Copy Writing

Are there parts of your initial follow up emails that will need to change regularly (such as products, prices, announcements, etc.)

Can you get or do have customer testimonials? (Ones showing results are best)

What would be the most commonly asked questions someone would ask about your products or services? How would you answer these questions?

What interesting facts do you want your customers to know about you and the products or services you provide? (This could be why you are qualified, how you benefited, what you want to share with them or give them.)

What specific accomplishments, achievements, accreditations, certifications or affiliations do you or your business possess? For example, are there any reviews of, or any coverage in the press about you, or your business?

Are you a member of a trade or professional organization? (If so, please supply info about these organizations)

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Who are your competitors?

How are you similar to them?

How are you different from them?

List 5 unique and interesting facts you really want customers to know about you and the products or services you provide.

List at least 5 of the most commonly asked questions about your products or services, as well as the answers you give.

NOTES:
