

5. Do you have any examples of designs you have liked in the past?

YOU AND YOUR BUSINESS

5. How long have you been in business?

6. Do you have a slogan or tag line?

7. What is your purpose in having this business? What are you trying to help your customers or patients to accomplish or get done?

YOUR CUSTOMERS (or Patients, Clients, etc.)

IMPORTANT NOTE: In doing this part of the questionnaire, please try to get into your customer's point of view as much as possible and consider what they would think or feel or like, etc.

8. Who is the IDEAL customer that you'd like to reach with this campaign? Describe them as best you can. List their age, income level, type of job or any other important characteristics that set them apart.

9. What problem or situation do these customers run into or get bothered by that your services can help them to solve?

10. When they run into the situation or problem above how are they likely to FEEL?

11. What are the top five BENEFITS that your customers will feel or achieve if they use your service/product?

1)

2)

3)

4)

5)

12. If you had one sentence to tell people to interest them in your product/ service, what would it be?

Please fax this questionnaire to 818-484-2529.