

PROJECT WORKSHEET



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Thank you for taking a moment to review and fill in this project worksheet. Why a worksheet? Simply put it's the best way to start a project on the right foot. It will keep us on the same page from the start and gives me a better idea if I will be able to meet your unique project needs and how best to provide you with a proposal. In the end it has everything to do with ensuring the best possible experience for you!

NAME

BUSINESS

WEBSITE URL

PHONE NUMBER

ADDRESS

PRIMARY DECISION MAKER(S) *(please list all decisions makers)*

WHAT DOES YOUR BUSINESS DO?

HOW MANY PEOPLE DOES YOUR ORGANIZATION EMPLOY?

WHAT KIND OF PROJECT ARE YOU INTERESTED IN?

NEW WEBSITE WEBSITE REDESIGN BRANDING PRINT/EDITORIAL

HAVE QUESTIONS?

Please feel free to contact me about any questions or concerns. I am here to help & support you. Email me at: mark@markgraybill.com

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DESCRIBE YOUR BRAND PROMISE and VALUE PROPOSITION

DESCRIBE YOUR CUSTOMERS, MEMNBERS or AUDIENCE (GENDER, INCOME, INTERESTES, ETC...)

WHO ARE YOUR COMPETITORS or SIMILAR ORGANIZATIONS?

WHAT DO YOU DO BETTER THAN YOUR COMPETITORS?

WHERE DOES YOUR CURRENT WEBSITE or OTHER PROJECT LACK?

HAVE QUESTIONS?

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DESCRIBE HOW YOU'D LIKE THE NEW DESIGN TO LOOK AND FEEL?

DESCRIBE WHICH FEATURES AND ELEMENTS YOU WOULD LIKE TO HAVE

WHAT OTHER WEBSITES and COMPETITORS DO YOU ADMIRE? WHY?

HOW DO YOU HEAR ABOUT ME?

WHAT IS YOUR ANTICIPATED PROJECT BUDGET?

\$3,000 - 5,000 \$5,000 - \$10,000 \$10,000 - \$20,000 \$20,000+ NOT SURE

WHAT IS YOUR ANTICIPATED COMPLETION DATE FOR THE PROJECT?

WITHIN 1 MONTH 1 - 3 MONTHS 3 - 6 MONTHS 6 - 12 MONTHS

ANY ADDITIONAL DETAILS THAT WOULD BE HELPFUL TO PROJECT PLANNING?

THANK YOU!

Please return this PDF document along with any supporting documents (creative brief, wireframes, sketches, etc...) to **mark@markgraybill.com**. I will make every effort to review the information and respond within 48 hours.

I hope to earn your business and appreciate you considering me for your project.