



Rich Enterprises

Documentation Made Simple

The Preliminary Project Questionnaire

The following is the questionnaire I would like you to fill out and return to me before work begins. Your answers will guide me in doing the best job possible for you. Your information will be kept strictly confidential.

IMPORTANT! Before you continue, you must read the following disclaimer. By answering the questions below, hiring my services (in writing or verbally) or sending me a deposit, you acknowledge and agree to the following:

Disclaimer And Legal Notice

This disclaimer is in effect immediately and indefinitely.

1. NATURE OF WORK

Upon receipt of your answers, I will write your copy, as specified in your assignment. For copywriting specifically, you have two, individual drafts available to you. In other words, you can accept the initial draft, or take three (3) days to read it over and suggest any rewrites (as long as changes are not made to the original assignment or its scope). If the latter is the case, changes will be made, and a final draft will be submitted. At that point, the work will be considered completed and final.

(Additional work beyond this point will be charged accordingly at the going rate, and any balance left, unless expressly agreed otherwise, in advance, will be due immediately, in full, at that time. No exceptions.)

2. RELATIONSHIP

You acknowledge that I am entering into this agreement with you or your company, or with your representatives or assigns, as an independent contractor and not as an employee. As such, I will not be considered an employee of your company or business with regard to any laws, such as (but not limited to) federal, state or local income tax withholding laws.

3. OWNERSHIP/CONFIDENTIALITY

You are the full owner of the completed work. I agree that all ideas, plans and completed materials prepared for you will be your property. However, you also agree that any work you did not accept, for any reason, in whole or in part, will remain my sole property. As well, you are responsible for any copyright, patent or trademark protection registration. Also, and unless agreed otherwise, any trade secrets or sensitive information disclosed by either party will remain confidential indefinitely.

4. TESTIMONIAL/PROMOTIONAL USE

If satisfied with my work, you will write a positive testimonial or reference letter once the work is completed. You also agree that, unless agreed otherwise, I may use unlimited copies of your work, at my discretion, for promotional purposes or in any of my marketing efforts (such as, but not limited to, your name or link on my website).

5. DIRECT EXPENSES

Although there are typically no expenses with most projects (unless agreed otherwise), you shall reimburse or advance me for any and all reasonable direct, out-of-pocket expenses incurred (or to be incurred) by me, and approved by you in advance, with respect to the performance of the services outlined in the assignment. Expenses may include (but are not limited to) long distance phone calls, printing, storage, copying, storage, etc. You understand that you may be required to pay for these expenses upfront.

6. WARRANTY

You agree that I am under no obligation whatsoever to you, your company, your representatives or any of your assigns. You also agree that I have not expressed any promises, warranties or guarantees, either implied or stated, in accordance with my work. You agree to indemnify and hold me harmless from any claim resulting from work assigned to me, the publication of materials I've created or the use of those materials, in any way.

7. LIABILITY

You agree that I am under no liability whatsoever to you, your company, your representatives or your assigns. You also agree that you shall defend, indemnify, save and hold me completely harmless from any and all costs, losses, claims, demands and liabilities, including all reasonable attorney's fees, as well as any liabilities asserted against me or any of my assigns, that may arise or result from any service offered, performed or agreed to be performed, or from any product or service sold by you, your company, your representatives or your assigns, in any way.

Your Questionnaire

Your responses to this questionnaire will help me create the most effective results for your business. As well, it will help you to focus on exactly what you'd like to achieve. Not all of these questions may be directly applicable, but try to provide as many detailed answers as you can. At least, guide me in the right direction and try to be as specific as possible.

Below are probing questions that will aid in our discussion about your project. These questions should help you form a clear idea of what it is you need me to do. Feel free to jot down your answers and simply discuss them with me, or send them to me in an email.

Your Product Or Service

If I am polishing, critiquing or rewriting copy that's already written, and if it is published somewhere and publicly accessible, please guide me in the right direction. For example, if some of the answers to the questionnaire appear online, refrain from just sending me a URL (website address). Tell me where this information can be found, exactly (or simply copy and paste it).

1. For your customers: what are the specific results and/or benefits you provide the people who buy from you? Please give me as many personal, tangible and/or quantifiable results as possible.
2. Do have any testimonials? If you have some with hard numbers, quantifiable information and full identification of the person giving it, please send them to me. To guide you, here are some examples:
 - "After using [product name] for [number of days or weeks], my sales rose by 147.9%!"
-- **John Smith, ABC Corporation**
 - "Your product is amazing! It only took less than [number of days or hours] to install and start using! Other similar products took weeks! Thank you!"
-- **Jane Doe, Salt Lake City, Utah**
 - "After learning your system, my website traffic exploded -- one little change helped me to increase my traffic by as much as 12,511 hits per day. That's a 500% increase in only 8 short days!"
-- **John Hancock, XYZweb.com**
3. List two short key phrases that describe exactly what you offer, in about 16 words or less. (This is about your product or service specifically, and not you, your business or your website.)
4. What's your single, most marketable, unique, competitive edge? This is your essential Unique Selling Proposition (USP). In other words, what is unique about what you sell, or how you sell, package or deliver it? What do you offer that your competition doesn't? And how do you describe the answers in one succinct, persuasive line?
5. Describe your product or service in detail.
 - A. List 6 features about your product or service that "jump out at you." (A feature is a fact about your product or service, such as "stops spills," "easy to use" or

"made in California." Features demonstrate how things are created, delivered and maintained. It's what your product or service has, or how it works.)

- B. List 6 enormous benefits that your products or services gives your customers. (A benefit is anything that will make life better, easier or more productive by using your product or service, or by using any of the features listed in question 5A. A benefit, in other words, is what a product, service or feature does for your customers.)
6. If you offer multiple products or services, which one is your "best of the best" (i.e., your most popular, profitable or marketable offering)? If you only offer just one product or service, then what one, single aspect, feature or benefit of your offering truly stands out? What one element truly defines your product's existence and its purpose?
7. Tell me a story about you or your product -- something unique, new, different, intriguing or mysterious. And/or what was the story behind the making of your product? How and why did you start selling it? What was the story behind your business, company or website?

Your Customer

8. Who is your target market? More specifically, who is (or who could be) your perfect customer? Give me a clear profile and description. Supply as much detail as you can in this area, such as:
- A. Demographics (i.e., age, gender, employment, etc);
 - B. Geographics (i.e., country, state, city, etc);
 - C. Psychographics (i.e., interests, culture, lifestyle, etc);
 - D. And technographics (i.e., owns PC, technology enthusiast or pessimist, surfs the web [if so, how many hours/week], uses the web for work or pleasure, has bought online before [if so, what product and from where], websites visited, etc).
9. List 6 unique and interesting facts you really want customers to know about you and the products or services you provide. It can be anything you want! Let loose, here. You may want to isolate and identify those facts that make your product the way it is, or that make it different from, or better than, the competition.
10. List at least 6 of the most commonly asked questions about your products or services, as well as the answers you give. Are there any questions you seem to keep answering regularly? What provokes them, or what do you think is not currently addressed (or addressed properly) in your copy, your website, your materials or your emails?
11. List at least 6 of the most common misconceptions about your offerings that your customers have. What are they mostly confused about? List things that people have some difficulty understanding, or those things that, even though you address them in your copy, people can't seem to find them or grasp them properly.
12. What are the 3 specific things your target market seeks, wants to know about or looks for in your product or service? How do people find you? How do they learn about what you offer? As an example, under what keywords or key expressions do most people find your website? Why do they visit your website in the first place? What drove them initially to seek you out?

13. In what specific ways are you similar to your competition? Is it easy for your customer to confuse them with you? How? Why?
14. What is the main, primary purpose of your copy (describe only one)? Is it to get people to read? Subscribe? Join? Download? Buy? Call? Email? Fill out a form? Please be specific, here.

Your Company

Along with your answers to the following, I ask that you supply, if possible, any mission statements, media kits, press releases, prospectuses and all other relevant collateral materials. If you offer, for example, downloadable products, screenshots, samples, software or password-protected access to a product, provide these (or grant me temporary access) as they will help tremendously. I want to see what people see, hear what they hear, read what they read, do what they do. I want to experience being your customer.

15. In 30 words or less, please name your company, explain who you are and exactly what you do. Think of "elevator speeches." An elevator speech is a brief, pithy and attention-grabbing introduction of you, your business and your product or service, as well as what it does, why it is unique or how better it is than the competition, that you would tell your prospect during a short "elevator ride."
16. Describe the current process for making a sale and fulfilling the order. Include all terms, both technical and non-technical, available to your customers -- including wholesale and retail customers, if any (and if different). Walk me through a purchase from beginning to end (such as from a visitor first hitting your site to receiving the product or service purchased). Is there any post-purchase follow-up?
17. Do you offer guarantees? Bonuses? Extras? Special offers? Or any other special treatments you give your customers? Do you have a promotion, tool or affiliate program in place to sell for you? Do you use "takeaway selling" by placing a limit on your offering, whether it's a time-limited or quantity-bound offer, in order to add a certain element of scarcity and instill a sense of urgency into prospects?
18. What specific accomplishments, achievements, accreditations, certifications or affiliations do you possess? For example, are there any reviews of -- or is (or was) there any coverage in the press about -- you, your business or your offerings? Are you a member of a trade or professional organization, society or association? (If so, are they online or can you supply info about these organizations?)
19. What has been your biggest success story so far? What has been your biggest disappointment? It can be anything: sales, marketing, Internet, publicity, joint ventures, endorsements, clients, projects, results, fraud, academic degrees, unique situations, seminars, honors, gifts, relationships, etc... You name it.

The Specifics

These questions may not be necessary or relevant, because they depend on the type of project for which you hired me and, of course, if you hired me in the first place. But please answer the following questions as best you can, provided that no changes are made to the original assignment.

20. What is your greatest priority need (e.g., adding life to your copy; editing and polishing it; reviewing and critiquing it; writing or rewriting it from scratch; designing your website or

copy format to increase response; organizing your ideas better; writing, editing or rewriting your newsletter, email marketing campaign, article, press release, advertisement or related collateral materials; etc)?

21. What kind of results, in general and within reason, do you wish to achieve? Be reasonable, here -- please don't say, "I want to increase my conversion ratio to 100% because **EVERYONE** should be buying my product!" (Trust me, I received some of those.)
22. Is this project on a long copy, direct response sales letter? What is its current conversion ratio (include ratio of leads, sales and referrals to readers, if possible)? If this project is on a website, what pages do you have and which ones do you need help with, such as: Home, FAQ, About Us, Contact Us, Order Page, Product Description, Affiliate or Newsletter Page, etc? List all relevant URLs.
23. Are there any websites, ads or sales letters (similar to what you want me to do for you) that you like and want me to emulate? Are there any that you **DON'T** like and want me to avoid? Do you have any competitors (or competing websites, even non-competing sites that cater to the same audience you do)? If so, list all relevant URLs and provide your thoughts and feelings with each one.
24. Finally, what goals would you most like to achieve with my assistance? If more than one, please prioritize them. Is this a rush job? What is the timeframe or deadline, if any (please note that a 50% surcharge is applicable to "rush jobs")?