

Project Qualification Interview

Free Initial Consult

Promised Copy™ **Direct-Response Copywriter Services**
...a **Bearing Mark, LLC** collaborative marketing line of business
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Sheridan, Wyoming 82801

Promised is Delivered
307-248-4188

Prospective Client: Please take time to read and answer the questions below. If you can email me a copy of your answers, it will be very helpful. During our first interview we will go over the questions below and I will explain the services I can offer and negotiate my fee. After our interview, I will provide an initial Project Proposal. Once we reach agreement, I will prepare a draft Direct Response Copy Letter proposal by a date we will agree. After that proposal is approved, your Final Direct Response Copy Package will be delivered by the date agreed.

Company Name: _____

Street Address: _____

City, State Zip _____

Representative Name: _____

Position / Title: _____

Phone: _____ **email:** _____

Best Time to Call: _____

1. Let's talk about your business — what do you sell or offer?

2. Describe your project? Is this a physical letter or email campaign?

Are you directing customers to a website point of sale or return mail order device? Are you running radio / television / newspaper / magazine adds? Are you launching a new product or service?

3. How do you hope to boost business through this project?

4. Who is your typical customer/buyer?

Please be specific. Describe prospective buyer demographics, lifestyle, and their how well they know your company. Why do they want to buy your product or service?

4. What is the biggest challenge you've been having with your marketing or copy?

We will discuss this at length in our interview. Just provide a general description here.?

5. What's working now, and what frustrates you about your marketing/content?

What do your customers love about you? We will talk about what your copy is telling your prospects about you and how many prospects you hope to reach. We will look at what you want them to do and discuss your copy conversion rate.

6. Who is your competition? What do you offer they don't?

7. Who else is involved with this project for approvals, implementation?"

Who authorizes expenditures? Who approves changes? Who accepts final delivery?
Who receives invoices and makes payments? Who will be working directly with Copywriter?

Name: _____
Position / Title: _____
Phone: _____ email: _____
Best Time to Call: _____

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Phone: _____ email: _____
Best Time to Call: _____

8. When do you need final delivery of your new Direct Response Copy?

I will provide a schedule for project coordination, approval, and final delivery.

9. What is your budget for this project?

We will talk about my baseline rates and accommodations to match your scope of work.

10. "What other questions or concerns do you have?"

Take as much space as you need to elaborate on a continuation page if necessary. I will try to resolve all your concerns.
