



Project Goals Questionnaire

Below, you'll find a list of questions I find helpful to figure out if we're a good fit to work together. Please be as clear and concise as possible. When you're finished, email your responses to info@thinkpegd.com.

Company Info

Name _____
Web _____
Phone _____
Fax _____

Contact Info

Name _____
Position _____
Phone _____
Email _____

1. Tell me about your business.

How long have you been in business? Staff size? What do you sell/offer? etc.



2. How can I help you?

What are you currently looking for, and why?

3. Describe what your brand stands for.

List 5 descriptive words. Ex: honest, quirky, adaptable, smart, relevant, etc.

4. What is your mission, vision, and purpose statement?

What do you do? Why do you do it? What makes you unique?



5. What are the top 3 measurable goals of your business, in order of importance?

Please be specific.

6. Describe your typical customer.

What do they do for a living? How did they find you? What are their values?

7. Who are your key competitors?

List at least 3 names and websites.



8. What is the problem you are trying to solve?

Ex: Do you need a marketing piece, or a visual brand redesign for an entire product line.

9. What are the goals you wish to accomplish with this project?

List them here.

10. What are the required specs of your project?

Ex: print or web format, color, size, qty, etc.



11. Are there any important elements that need to be included in the project(s)?

List them here.

12. What is the deadline and budget planned for this project?

Supply answer to the best of your knowledge.

13. Is there anything else you want to share about your business and goals?

If there is information that we haven't covered, please share it here.

THANK YOU