

Writing Consultant

10 Questions to Learn More About Your Company

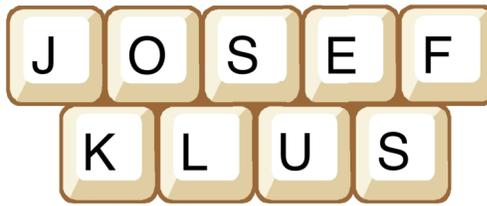
In order to craft web content and marketing copy that best promotes your business, please detail more information about your company's mission and purpose. What is the:

1. Number of pages to edit or create?
2. Number of words per page desired?
3. Percentage of SEO content (if required)?
4. Source of original resource material upon which the content will be based?
5. Need for email, phone or in-person interviews?
6. Submission date for all needed materials to writer (all at once vs. piecemeal)?
7. Company's business model?
8. Company's Value Proposition Statement? *
9. Core Target Market? (Your 'ideal client'—demographics about the customer who typically expresses they cannot live without your product.)
10. Overall tone (mood, appearance) of your business communications or corporate culture? (List of descriptive adjectives, or links to samples you like.)

More questions may arise during the interview or writing process, to clarify, if needed.

*The most compelling fact about your company's products and services that sets it apart from competitors so much that your clients rave about them.

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Questions Discover Details for Content

Give us a jump-start with compelling facts about your business, product and service to weave into marketing content.

- A. By whom, how, when, and why was the company founded?
- B. What are the 3 best customer testimonials you have ever received?
- C. What is superior about the product's materials and the fabrication process?
- D. What makes service excellent?
- E. Who are the people your clients and yourself brag about, and why?
- F. What are the top 5 problems you solve for your clients?
- G. Where does the business fall on the price and competition scale?
- H. What all does the current marketing plan consist of?
- I. What is 1 emotion you want the viewers of your message to feel?
- J. What is the first action you want them to take after reading your message?

Feel free to include information and documentation you consider essential and relevant.

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