

CLIENT WORKSHEET

This is not a contract. By answering these questions, you will help me draft a proposal that meets your needs.

The Basics

Your name, business/organization name, location, email address and URL (if applicable)

Briefly describe your company along with the product or service your site will promote

Is there a specific deadline/budget for this project?

Your Brand

Describe the feelings & brand attitudes you want your site to convey (e.g., warmth, humor, professional, comfort, excitement, sophistication, intelligence)

Your Audience

Describe the visitors of your site (e.g., young girls looking to buy make-up)

Where/how do people currently learn about your company?

Your Design

Just using adjectives, describe the way you want the site to look
(e.g. modern, clean, edgy, traditional, elegant)

List some websites you like and explain what you like about them

List some websites you don't like and explain what you don't like about them

Anything Else?

Use this space to include anything else you wish to add