

# client worksheet

Creating a 'face' to suit your business if it be your website, advertising and marketing material may seem a little challenging. On the other hand you and your team may have an exact image in mind. Whatever the case may be, to help generate a more accurate response to your project and its vision Kyle Hudson has comprised a simple worksheet with a few but very important questions to help get the ball rolling...

## Worksheet Sections:

1. general information
2. industry information
3. the brand
4. the website
5. additional notes

Try answer to the questions as best you can, skip any that may not be relevant, and if you need any help Kyle Hudson is just a phone call away. Once complete, send your worksheet to [hello@kylehudson.co.uk](mailto:hello@kylehudson.co.uk)

## 1. general information

What is the name of your company, your website and the current or intended web address?

Who are the primary contacts from your organization and who has final approval on the project? *Please list names, titles, email addresses and phone numbers.*

Briefly describe your company and products / services you intended to provide or promote.

How would you like Kyle Hudson to help? *Website / Branding / Marketing*

Do you have specific deadlines and budgets in place? *Your budget determines how much time we can devote to your project; whether it be small, medium or large you can be assured the quality stays the same!*

## 2. industry information

How is your company / service currently perceived? *Do you advertise and market the business through print, web, TV or radio?*

Who is your target market? *Gender, age, class, business sector etc*

Who are your main competitors? Please list a few competitor websites / images / concepts which you find compelling. *What do you like and dislike?*

### 3. the brand

Are you looking to freshen up the style of your brand or are you in need of a complete redesign? *Please list the material you would like to change i.e. logo, corporate identity, adverts etc*

What specific areas of your current branding do you feel are successful / unsuccessful?

First impressions mean everything. How should people describe your marketing material?

*(Some examples include prestigious, friendly, corporate, trustworthy, fun, forward thinking, innovative, bright, bold, calming, elegant, clean, organic, minimal, and cutting edge.)*

Do you have any styles, colours or fonts in mind?

Will the existing content be used on the new material or do you require professional copywriting services?

Do you require Kyle Hudson to arrange the printing for your newly branded material?

### 4. the website

Are you looking to freshen up your current website or are you in need of a brand new website?

What specific areas of your current website do you feel are successful / unsuccessful?

Have you planned your site's structure/content? How many pages/sections would the new website require? *If not, are you seeking help in this area?*

What is the most important element/function which you would like to include in your website? *i.e. streaming audio/video, Flash, an online store, PayPal integration, Slideshows, banners etc.*

How would you like to update the site? Will you require a way to publish new content via an online content management system? *Bespoke CMS, WordPress etc*

Are there any particular websites that you like? *Please list specific page elements, colours, typography, layout, etc.*

Do you have any styles, colours or fonts in mind?

Will the existing content be used on the new website or do you require professional copywriting services?

Do you require website hosting or do you have one in mind?

Do you plan to run any email or other promotional campaigns along with your new website?

## 5. additional notes...

Please take as much space as you need.

*Thank you for taking the time to complete the worksheet! If you're happy with your answer, all that's left to do is email it to: [hello@kylehudson.co.uk](mailto:hello@kylehudson.co.uk)*