

FIRST THINGS FIRST...

This project is due...

What format will this take? (*Print vs. Electronic*)

Newspaper

Magazine

Flyer Signage Social Media

Other

Please provide the relevant sizes for each use below:

MUST HAVES!

Give us a list of the mandatory items that **MUST** be featured in this project. This includes, logos, taglines, disclaimers, contact info etc.

HOW WILL YOU LOOK?

Is there a particular look and feel that you're wanting to communicate to your audience?

WHAT'S YOUR OPENING LINE?

We'll need the copy for this piece, let's start with the headline...

now let's follow that up with some body copy...

HOW WILL YOU SAY GOODBYE?

Will you sign-off with a call-to-action, contact info or other?

NOW WE'LL REVIEW, SEND A QUOTE
AND **GET YOUR PROJECT STARTED...**