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**Client Business Survey**

**1. Tell me about your business — what products do you sell or what services do you offer?**

**2. What’s the main business purpose of this particular project? (sales conversion, lead gathering, etc.)**

**3. Who’s your typical customer/buyer?(demographics, lifestyle, awareness of the company, etc.)**

**4. What’s the biggest challenge you’ve been having with your marketing or copy?**

**5. What’s working now, and what frustrates you about your marketing/content?**

**6. What’s the competition for this product or service, and how are you different/better?**

**7. Who else is involved with this project for approvals, implementation?**

**8. What time frame are you working with?**

**9. Do you have a budget range in mind for this project?**

**10.Have we covered everything I need to know?**

**Thank you for taking the time to provide this valuable information about your business. After reading your responses, I will follow up within 24- to 48-hours with either a project proposal or with any further questions that need clarifying. Please provide your business name, email, phone number, and the best time to contact by phone with any questions I have.**

**Thank your for contacting Home Arts Content and Copywriting,**

**Elizabeth Ann Roy**

**Owner and Content Consultant**

**Home Arts Content and Copywriting**

**Contact Person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Your Business Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Your Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Your Business Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Best Times to Call: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**