

OUR FIRST MEETING

First, let's determine the scope of your project.

At our first meeting, we will go through a "Getting To Know You" intake form. We will walk you through the entire process so we can understand your priorities, values, and important aspects of your business. Everything about your marketing materials, from the typestyle, the tone of the written material, the quality of the graphics, the color and texture of the paper or computer screen upon which it is delivered, contributes to the impression you make on your audience. We will cover topics such as:

1. What is the purpose of the publication?
2. Who is the intended audience?
3. What kind of information should be included?
4. What kind of "image" do you want to project?
5. Does it need to conform to a corporate style?
6. What kind of graphics or visuals will be needed?
7. What are the printing or vendor specifications?
8. How will it be reproduced and distributed?
9. When is it needed?
10. What is the budget?