

The Beginning of Better Business

Preparing for a successful engagement starts here.

In the beginning, our focus is discovery

Simple at first & then extensive. To help us make the most of our time, here's a list of 15 questions you should be prepared to answer before engaging. Just a few minutes of your time & no (super) hard questions.

1 **What's your name?**

They do get a bit harder after this one.

2 **What's your email?**

Just FYI, mine is jeremy@jeremygardnerdesign.com.

3 **What's the problem that needs a solution?**

Simply put, just a 1-2 sentence overview of the problem you need solved.

4 **What are your pain points?**

Simple description for now, we'll dive deep into these in a future meeting.

5 **In your ideal world, what's your vision of success for this?**

The best way to go – perfection.

6 **Why now? Why not six months ago or six months from now?**

Timing is everything.

7 **How do your clients/customers find out about you right now?**

Where in the...?

8 **What's the most effective way you currently have for gaining new clients/customers?**

How satisfied are you with it?

9

What's your average sale & how many sales per month?

Is this currently increasing or decreasing?

10

What's your financial commitment/budget?

I understand you may not be comfortable answering this question but it really helps ensure that the recommendations I make for your project are in line with your budget.

11

What is the timeline?

When are you hoping to start and how long do you expect it to take?

12

Between budget & timeline, which are you most flexible on?

Which do you place more value on?

13

How did you find me?

Did we meet somewhere? Did you find me on google?
Did your best friends, neighbors, dog walker refer me?

14

Have you approached other agencies about this project?

No worries, I won't be offended.

15

What criteria are you using to make your decision?

What factors influence your decisions?