



**Rev Up
Your Results!**



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Information gathering

Before starting a project, you'll need information. Below is a list of questions designed to help you start the collection process. However, do keep in mind that this list is by no means exhaustive. Depending on the project, you may need more or different information than what's below.

About the project:

What is it?

Describe the project. (Be as detailed as possible).

What's the purpose of the project?

Who is the target market?

Describe the target market.

What are the goals of the project?

Is this project part of a larger strategy? If so, describe the other pieces.

What is client's product/service?

What are the benefits of the product/service?

What needs will the product/service fill for the target market?

Who is the competition?



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How is your product/service different from your client's competition?

What has the competition done?

Does the client like what the competition is doing? Why or why not?

Finding the information:

Are there other written materials? Can you get them?

Are there any Web sites you should check? What are they?

Are there people you should interview? If so, who are they and how can you contact them.

Logistics

What is the project deadline?

What needs to happen to the project once you're done with it?

Who will be the contact person?

Who will be in charge of approving the project?
