

# COPYWRITING QUESTIONNAIRE

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Please answer the following questions to help us develop a strategy for your new logo design.

## #1 | What's your brand's story? What makes you, you?

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## #2 | Slogan

*Do you have a short tag line or slogan you will sometimes use? If so, we will take this into consideration when writing your content.*

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## #3 | Are there any particulars to your business we should know about?

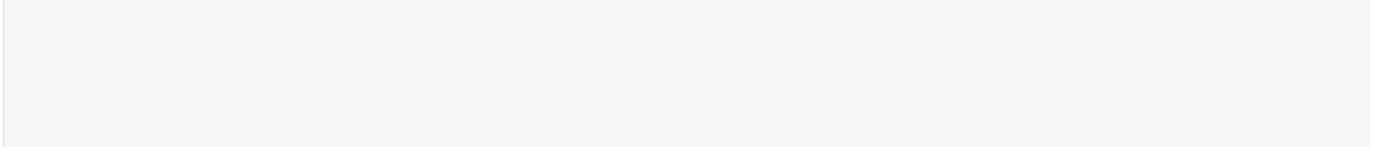
*Is there anything special about your business type that we need to know in order to present it in the best possible manner?*

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## #4 | Adjectives

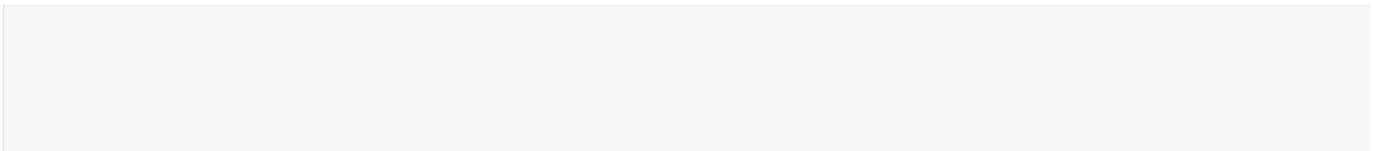
*Please provide some adjectives that describe what you hope to communicate.*

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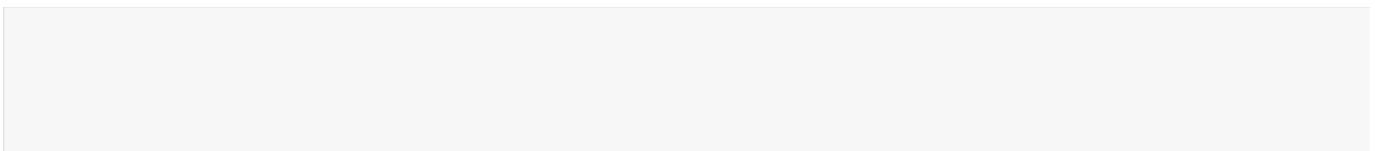
## #5 | Who are your primary competitors?

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## #6 | What makes you different from your competitors?

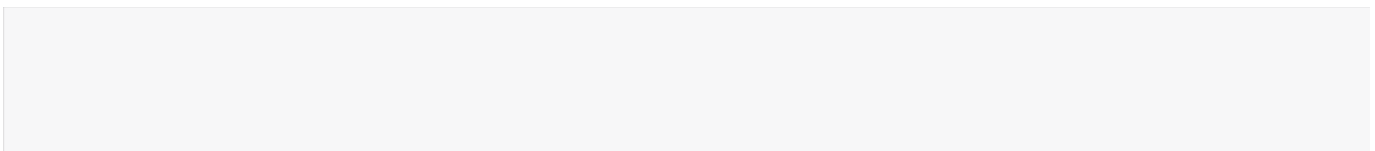
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## #7 | Please describe your service offerings:

*Be as descriptive as possible as if you were explaining to somebody who didn't know that service existed.*

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**#8 | Is there any pricing information we should be aware of?**

**#9 | What type of tone would you like your business to have on your site?**

**#10 | How do you want people to feel when they read your website copy?**

**#11 | Is there any industry jargon we should avoid?**