Pre-Design Questionnaire

Please complete the following questionnaire to expedite your collateral design time.

When finished and email as an attachment to aforis@radiusconnection.
Or, fax back to 317-614-7175.

Please note which products we will be designing for you:

_____	Postcards	_____	RIP Business Cards
_____	Letterhead	_____	Envelopes
_____	Door Hangers	_____	Business Cards
_____	Flyers	_____	Stickers

1. Company name.

_____

2. Phone number and website you want listed.

_____

3. What are the features of your products or services? (Meaning, what do you want the customer to buy or what do you want them to know about your business?)
   a. _____
   b. _____
   c. _____
   d. _____
   e. _____

4. What is your competitive advantage?
   What do you offer that your competition does not?

   _____
   _____
   _____

5. What are the key benefits of your products or services? (Meaning, how will your prospects benefit from using your product or service?)
   a. _____
   b. _____
   c. _____

6. Do you have a certain design in mind?

   _____

   _____

7. Do you have any previous collateral or marketing pieces?

   a.   Do you want us to make a similar postcard to your current marketing pieces?
        _____ (Include as attachment)

   b.   If we're not replicating it, then what components of the current marketing pieces
        do you wish to use? _____

8. Do you have a logo? YES ( )   NO ( )   (Include as attachment)

9. Do you have any other industry standard logo's that are required on the design?

   _____

   _____

10. Do you have any images that you wish to include in the design? If so, please list below and
    email them to aforis@radiusconnection.com

    a. _____

    b. _____

    c. _____

    d. _____

11. If you don't have any images to supply us with, what type of image are you seeking?

    Front - _____ _____ _____

    Back (address) - _____

12. What call to action coupons or discounts do you wish to include on the postcard? (The
    more aggressive the offer, the higher the probability of response)

    _____

    _____

    _____

13. If using our radius mailing service, which variable tag option would like to use:

Recipient First Name   _____

Custom headline   _____

Jobsite Street Name Only _____

Custom variable tags available at no extra cost – please call to inquire

14. Additional information / direction