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Question Breakdown for Discovery Brief© 2021

Prelude

Discovery is a key component to ensure that you and the client are on the same page; anything short of this will almost guarantee confusion, lost time, and frustration. This document is designed to assist you in compiling relevant questions that will best qualify the problem of the client and therefore help in streamlining the creative process. This saves you and the client time and money and makes you more efficient and professional.

Recommendations

Before you begin the process do ample research to help craft quality questions.

- Go to GOOGLE and research the client's website.
 - Try to determine the company's tone, message, feel, communication strategy, key benefits, target audience, and competitive background.
- Go to their Social Media pages, Twitter, LinkedIn, and Facebook to see if you can uncover an additional detail.
- Look at their competitors websites and look for difference and similarities.

Basic Information

Organization name:

Contact at Organization:

Phone:

Fax:

Email:

Website:

Address:

City:

State:

Zip:

Other Information:

Target Audience

Who are they trying to attract for this project? Be extremely specific.

- What is the demographic make-up of the audience?
 - Male
 - Female
- What is their financial status? What would their median income be?
- Age profile?
- What types of things do they do off hours, hunt, fish, travel, home bodies, adventure?

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Key Message

What are the one or two key thrusts or points that would lend most to the project's success?

- What one or two messages would you want the target audience to remember or retain?

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Key Benefits

What is in it for the targeted audience? Where is/are the benefit(s)?

- Of what benefit is what you are offering to the target audience?
- Will it affect them long term, short term, or both? How?

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Background & Competitive Positioning

Discuss the competition ~ what are the market realities, challenges, obstacles, and hurdles?

- Who is your direct competition?
- What do they have that you do not and visa-versa?
- How many years have you been in the market?
- What percentage market share do you own?
- Is your market: local, regional, national, territorial, or international or a combination?
- What are some of the domestic and global challenges that affect your company?

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Communication Strategy

Indicate type of media and any unique specific elements to be included, i.e., billboards, print ads, social media, radio, television, logos, key contact information, etc.

- What other forms of media do you use to promote your brand?
- Do you find these effective?
- How do you measure the overall success and effectiveness of these other forms of marketing?
- Is there a figurehead, character, icon, spokesperson that helps in the branding of your company?
- Are there any issues that we need to steer clear of?

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Desired Message Tone

How is the message to be perceived?

Creative, Fun, Conservative, Edgy, Innovative, Provocative, Technical, Informative

- How do you want the message to be perceived (see above)?
- Do you want the message to dovetail into the website's tone?

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Project Timeline

Indicate the major milestones and target dates to ensure successful completion.

- What date are you hoping to launch this project?
- What period of length of time are you anticipating this project to encompass?

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Anticipated Budget

What do they foresee as a reasonable investment amount to launch this project?

- What is an ideal client worth to you on an annual basis?
- What dollar amount would you be willing to spend to acquire an ideal client?

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