



## Consultation Questionnaire

Thank you for your interest in working with Smith-McGee Designs. This questionnaire helps ensure our time together is thoughtful, focused, and productive.

Please complete and return this form prior to your consultation, along with any relevant materials.

Your Information				
Name		Title/role		
Business/Organization Name				
Email		Phone		
Website (if applicable)				
Social Media Links/Handles (if applicable)				
Facebook:	Instagram:	LinkedIn:	TikTok:	Other:

**About Your Business/Organization**  
Briefly describe your business/organization, mission, and the audience you serve.

**Project Overview**  
What type of support are you seeking? (Check all that apply)

<input type="checkbox"/> Logo creation or brand identity	<input type="checkbox"/> Social media graphics or content support	<input type="checkbox"/> Document formatting/editing
<input type="checkbox"/> Brand refresh	<input type="checkbox"/> Website design or maintenance	<input type="checkbox"/> Marketing strategy guidance
<input type="checkbox"/> Business cards and/or stationery	<input type="checkbox"/> Event or vendor display materials	<input type="checkbox"/> Other:
<input type="checkbox"/> Flyer/brochure/rack card		

Please describe your project in detail:

**Why Now?**  
Why is this project important at this time?  
(Launching something new? Rebranding? Growth? Leadership change? Event deadline?)

## Goals and Objectives

What do you hope this project will accomplish?

- |  |  |
|--|--|
| <input type="checkbox"/> Increase visibility           | <input type="checkbox"/> Support fundraising |
| <input type="checkbox"/> Improve brand clarity         | <input type="checkbox"/> Event promotion     |
| <input type="checkbox"/> Attract new customers/clients | <input type="checkbox"/> Other:              |
| <input type="checkbox"/> Strengthen credibility        |  |

Please elaborate:

## Target Audience

Who are you trying to reach? (Be as specific as possible.)

## Current Brand Status

Which best describes your organization's current branding?

- |  |   |
|--|---|
| <input type="checkbox"/> Starting from scratch             | <input type="checkbox"/> Unsure / needs evaluation                              |
| <input type="checkbox"/> Refreshing existing brand         | If you have brand guidelines, logos, or existing materials, please attach them. |
| <input type="checkbox"/> Established brand with guidelines |   |

## Timeline and Budget

Ideal Completion Date:

Is the deadline flexible?

- Yes  
 No

Estimated Investment Range

- |  |                                       |
|--|---------------------------------------|
| <input type="checkbox"/> Under \$500     | <input type="checkbox"/> \$2,500+     |
| <input type="checkbox"/> \$500-\$1,000   | <input type="checkbox"/> Not sure yet |
| <input type="checkbox"/> \$1,000-\$2,500 |                                       |

## Decision and Approvals

Who will be involved in reviewing and approving this project?

Primary Decision Maker:

Additional Stakeholders (if any):

## Additional Notes

## Next Steps

- Discovery Calls and Initial Consultations are complimentary and designed to determine project fit and direction.
- Working strategy sessions are billed separately.
- A deposit is required to secure your project in the production schedule and will be applied toward your final invoice.

## Submission and Scheduling

- Please email this completed questionnaire and any supporting materials to [carol@s-mdesigns.com](mailto:carol@s-mdesigns.com).
- If you would like to schedule a Discovery Call or Initial Consultation (both complementary), you may do by [clicking here](#).

I look forward to learning more about your organization and exploring how we can move your project forward.