

DESIGNER WORKSHEET

1. What is your business name?

2. What are the names of each of the partners?

3. Who will be the primary designer contact in the group?

Name _____

Phone Number _____

Email Address _____

4. What is your business:

Phone Number _____

Address _____

Email Address _____

Web Address _____

5. Does your business have a slogan? If so, what is it?

6. Describe your business.

7. Describe the product/service that you are selling.

8. Why is your product/service unique? What are the benefits?

9. How does your business compare to others of its kind (what is its hook—less expensive, higher quality, etc.)

10. What is the price of your product/service? Does that include any shipping?

11. How can someone buy/order the product? If this is a social enterprise, how can someone get involved?

13. General Information:

Who is your audience?

Do you have any preferred colors? _____

What style are you looking for (upscale, funky, elegant, etc)?
