



# Start My Project

## NEW PROJECT QUESTIONS

What are your most important products and services?

What problem does your company solve for its customers? How does it solve their problem?

How do your customers describe your brand, or how do you WANT them to describe your brand?

Who is your competition and why do your customers choose YOU over them?

Is your company formal or informal?

If your company was a person, how would you describe that person's personality?

What is the main purpose of this project?

Describe the audience. Who are you directing your message to?

Will this project be printed only, online only, or both?

Tell me more about where and how the finished product will be used?

Is the content ready to go, or do you need help with writing, proofing, or editing?

Do you have existing logos or other art files you need to send to Blue Sun in order to complete the project? (If so, please email to [kate@bluesundesigns.com](mailto:kate@bluesundesigns.com))

Do you have examples of work you like? (Send to [kate@bluesundesigns.com](mailto:kate@bluesundesigns.com))

What is the timeline for the project?

Any other information you would like to include?