



Discovery Questionnaire

Project/Audience

1. Why is this project necessary? How will it be used?
2. Who is the audience for this piece? Is it the same as your target customer?
3. What are their hot buttons? When it comes to considering a product/service like yours, what issues are important to this audience?
4. What are the main points you want to convey in this piece?
5. What, if any, are the project requirements? (length, format, content, etc.)

Unique Selling Proposition

6. How do you currently market your business/product/services?
7. What main points/impressions do you want your audience to associate with your company/product/service?
8. What makes your business/product/service unique? What do you do better than the competition?
9. What are your company's short & long-term goals?
10. Who is your major competitor? Where do you rank in the industry?

Results

11. What do you want the audience to think, feel or do as a result of this effort?