



# Pre-Call Questionnaire

## Current Business Assessment

- How is the quality of my photos and/or videos today?
- Am I satisfied with the quality of my photos and/or videos? If not, what's standing in the way of achieving that level of quality?
- What do photos/videos NEED to do for my business? Think branding, marketing, advertisement, publicity, lead generation within my target audience, etc.?
- Am I ready to invest in photos and/or videos that meet the level of quality I need?
- What am I looking for? Please pick 2.
  - Quality
  - Timely
  - Affordable

## Upcoming Project Assessment

- What does this upcoming project NEED to show? What would I WANT it to show?
- What is the overall story my business is trying to communicate with my target audience?
- What does a successful project look like to my business? Are there metrics of success?
- Are there any timing restrictions or deadlines? From publishers, competitions, social posts, access to the property, etc.?
- Are there other parties involved in this project? Will they be open to cost-sharing?

