**Some questions to consider asking the client**

**To help determine project scope and creative direction:**

* What is the objective of the publication?
* Who is the primary audience for the piece? Do you have any other audiences you are trying to reach?
* What is the primary message you want to communicate? What are other messages that are important?
* How does the project fit into your overall communications plan?
* What mood or style would fit this piece (e.g., sophisticated, energetic, contemporary?)
* What is the anticipated format for the piece (e.g., single sheet, slim jim, multipage brochure)?
* Who will write the piece?
* Will stock photography, original photography, or illustration be used? Where will the images come from?
* Are there other deliverables required (e.g., image files at completion, PDFs for electronic distribution, text export of final document)?
* Are there other pieces it will be used in conjunction with?
* What is its anticipated shelf life?

**To work out logistics for budgets, schedule, and delivery:**

* What is anticipated budget (if not previously determined)?
* What is expected delivery/deadline (if not previously determined)?
* Where are materials to be delivered?
* Who will the project be funded by/what is billing info (if not previously determined)?
* Who will be involved in the approvals process?
* How will the piece be distributed?
* How many copies are needed?
* What is most important to you, price, timing, or quality of product?