

Answer the following questions to help you prepare for our online call.

1. What is it about?

Outline the key message that you want to convey.

2. What is the goal?

Explain how, where and in what format your content will be displayed.

3. Who is your target audience?

Describe the type of people who you expect to read it.

4. What makes your business unique?

Provide information about your brand, such as positioning, message, tone of voice, unique selling points. Feel free to include rough content, terminology, or examples of previous work.

5. Who is involved?

Name everyone involved in the project and specify their roles.

6. What should it cost?

Consider your budget.

7. When do you need it by?

Decide upon any important milestones and a deadline.

8. Anything else?

Mention any concerns, or anything else that is important to you.

Ready to talk? Upload your German text and arrange for a
call [here!](#)

