



Client Update Form

Please complete as much of the questions below to form a basis for our 1st brainstorming session.

First Name: _____

Last Name: _____

MI: _____

Company Name: _____

Your E-mail: _____

Phone: _____

Cell: _____

Fax: _____

We will go to market with any information you submit, repurposing the content for each platform. You will approve everything before we got market.

1. **What format is your current up to date client/Top 20 prospect/ name and address and email and phone list in?**

2. Do you currently have a website? _____

3. If yes, please list your website address _____

4. If yes, where is your existing website hosted? ? If yes, please list the
username/passwords if it is an account we will be managing. _____

5. What is the key purpose for your NEW site? _____

6. Examples of websites you like: Please give the URL of sites you like and what you
like about each site.
 1. Sample website 1: _____(enter URL) What
you like about website 1:
 2. Sample website 2: _____(enter URL address)
7. What is the key purpose for your NEW site? _____

8. Your Target Audience: What are the obvious types of potential clients/customers
that you want to attract? _____

9. Niche Audience: What are the niche potential clients/customers you want as
part of your audience? _____

10. What geographical location are your potential clients or customers located? (i.e.
city, state, zip, region) _____

11. List out some interesting “did you know” information about your business. _____

12. What are some interesting facts about your business? _____

13. Have you ever provided discounts or promotions on your products or services? _____

14. What makes your company different from your competitors? _____

15. Do you have any existing social media accounts? If yes, please list the username/passwords if it is an account we will be managing. _____

16. Name your largest competitors in your industry. Some additional things RMS Consulting should know about your business. _____

17. List any additional info here. _____

18. If any, please forward the last 3 editions of your company's newsletters/press releases/brochures to randy@rmsconsulting.biz. _____

19. Upload your Logo-please send to randy@rmsconsulting.biz

Please list any current news or updates from your company.

20. Promotions: Please provide details for any current promotions or ideas about promotions we might implement on your media channels. _____

21. Upcoming Events: Are there any trade shows, seminars or company events that you're hosting or attending? _____

22. Industry News: Is there anything happening in your industry that is affecting your products or services? _____

23. What's the most significant thing that has happened to your business in the last 30 days? 90 Days? 12 Months? _____

24. Are there any outside resources you feel would be beneficial to share with your fan base/following (ie: online articles, blogs, reviews... etc.)? _____

25. Did you know...? _____

26. List any fun facts others might not know about your business or industry. _____

27. Any interesting internal news with your team...? e.g. Staff promotions, new hires, weddings, births, awards, etc. _____

28. Client or Customer Testimonials: If you received any reviews from customers recently paste them here. _____

29. If you have none & you know you have done SUPERCALIFRAGLISTIC work for, list the people I can call get a testimonial from: _____

30. New Products or Services: Are you offering or planning to offer any new products or services? _____

31. Some additional things RMS Consulting should know about your business/family/hobbies: _____

32. List any additional info here Upload any files/pictures/images we may need from you: _____
