

The Matterhorn Marketing Project Planner- Part 1

Welcome, and thanks for considering Matterhorn.

Please take just a little bit of time to complete this project planner. Your answers go a long way toward helping us find out if we fit your project needs.

When you're finished, just save the entire document as {thenameofyourbusiness}.doc, and email it to us at projects@matterhornmarketing.com. We'll go over it thoroughly and respond quickly. Believe us- planning at the outset is a big help down the road; your participation is sincerely appreciated.

Tell Us About You

Your name:

[Your Name Here](#)

Your title:

[Answer here.](#)

Where are you? (not necessarily where your organization is, but where YOU work):

[Answer here.](#)

Email address:

[Answer here.](#)

Business phone including area code:

[Answer here.](#)

Organization name:

[Answer here.](#)

How did you hear about us? (check all that apply):

- I was referred by a friend or colleague
- I know someone at Matterhorn Marketing
- I found you from a search engine
- I never knew of Matterhorn Marketing before now

Other?

[Answer here.](#)

Have you been through a website building/redesign effort before?

Yes

No

If you answered yes, how long ago?

[Answer here.](#)

If you answered yes, what role did you play?

[Answer here.](#)

What does your organization do?

[Answer here.](#)

Check the box(es) that best describes your organization:

Small business (less than 50 employees)

Nonprofit organization

Educational institution

Startup

Just an individual with a site/idea

Other

Where is your organization located?

[City/state/country](#)

How many people does your organization employ?

[Answer here.](#)

How many people would be involved in this project at your organization?

[Answer here.](#)

Tell Us About Your Project

Is this a redesign of an existing site, or a new site altogether?

Redesign

[] New site

If you answered 'Redesign', what is the site's URL?

[Answer here.](#)

If you answered 'Redesign', when was the last time the site was redesigned?

[Answer here.](#)

Describe the concept, project or service this site is intended to provide or promote.

[Answer here.](#)

What are some of the fundamental problems you're trying to solve with this project?

[Answer here.](#)

What sites do you consider competitors? Please comment on their strengths and/or weaknesses.

[Answer here.](#)

Are there other sites that have a particular design, functionality, or tone that you really like?

[Answer here.](#)

What differentiates your site or idea from the competition?

[Answer here.](#)

Who on your end will guide this project to completion?

[Answer here.](#)

Thanks!

Your time and attention to this document have been a *very* big help.

Again, please save the document as {thenameofyourbusiness}.doc and email it to projects@matterhornmarketing.com. We'll go through all of the details and respond right away.
