Project Questionnaire

A short intake so we hit the ground running.

TIME TO FILL ~15 MIN
PAGES 3

> ***Welcome.*** It is optional and never a gate to the consult. Fill it out, send it back, and the first meeting moves your project forward instead of starting at zero. **You do not need every answer.** Write what you know, leave the rest blank. ***I do most of the lift, usually 80/20 your way.*** No photos or copy yet? Note it. I draft, you edit.

01 About you WHO I SEND THE CONTRACT TO

YOUR FULL NAME *

ROLE AT THE BUSINESS *

BEST PHONE *

BEST EMAIL *

BUSINESS NAME *

REFERRED BY

If someone sent you, write the name. They get credit.

02 The business WHAT YOU ACTUALLY DO

IN A COUPLE SENTENCES, WHAT DOES YOUR BUSINESS DO? *

If a stranger asked at the coffee shop, what would you say?

IDEAL CUSTOMER

SERVICE AREA

03 The project WHAT WE ARE BUILDING

WHAT DO YOU NEED? * (CHECK ALL THAT APPLY)

- ☐ New website
- ☐ Rebuild existing site
- ☐ Mobile app (iOS + Android)
- ☐ Custom software / dashboard
- ☐ Booking or scheduling
- ☐ Online store / payments
- ☐ Client or member portal
- ☐ Hosting + maintenance only
- ☐ Not sure yet, let's talk

WHAT PROBLEM IS THIS SOLVING? *

Lost leads, no online presence, broken old site, manual scheduling burning hours, can't take card payments. Whatever it is.

CURRENT SITE (IF ANY)

DOMAIN (IF OWNED)

04 Timeline + budget STRAIGHT TALK

WHEN DO YOU WANT IT LIVE?

- ☐ ASAP, this week
- ☐ Within 2 weeks
- ☐ Within a month
- ☐ No rush, 1-3 months

REALISTIC BUDGET RANGE

- ☐ Under $2,500
- ☐ $2,500 to $5,000
- ☐ $5,000 to $15,000
- ☐ $15,000+

Sites start at $1,750, and every price is on winterscode.com/pricing. Your range helps me scope the rest.

05 Content you have SAVE ME FROM INVENTING IT

WHAT'S READY? (CHECK ALL THAT APPLY)

- ☐ Logo (high-res)
- ☐ Brand colors / fonts
- ☐ Business photos
- ☐ Customer reviews
- ☐ Existing copy
- ☐ Services list
- ☐ Pricing / packages
- ☐ Google Business claimed
- ☐ Nothing yet, starting fresh

06 Show me what you like REFERENCES + THE REST

SITES OR APPS YOU LIKE (URLS OR NAMES)

Three is plenty. "Like X but cleaner" is fine. So is "hate pop-ups, no stock photos."

ANYTHING ELSE I SHOULD KNOW?

Pending sale or rebrand, sensitive timing, existing tools you want to keep, partners involved. Anything that affects how we build.

07 Must-haves & nice-to-haves DRAW THE LINE

WON'T BUDGE ON

FLEXIBLE ON

Knowing what's non-negotiable upfront saves rounds later. Example "won't budge": online booking, mobile-first, our brand colors. Example "flexible": exact layout, copy tone, launch date.

+ Sign and send

Confirms the info above is your best honest read. Doesn't bind you to anything. ***Consult is still free.***

SIGNATURE

DATE

Send it back, then we book the consult.

Three ways to return this. Pick whatever's easiest. Consult booked within 24 hours of receipt.

· EMAIL	· TEXT OR CALL	· IN PERSON
preston@winterscode.com	541-551-0731	Bandon area
scan or photo is fine	photo of the form works	drop it off, call first

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