CLIENT DISCOVERY WORKBOOK

Branding

MILLENNIAL MEDIA

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Welcome

Dear Prospective Client,

Welcome to the next step in the Discovery Phase of Plan to Publish V.20, our signature acquisition and onboarding process for all propspective projects. Thank you for considering Millennial Media for your digital media partner. We believe God has put a message in your heart, and we are delighted to have the potential opportunity to work with you as you walk towards fulfilling your dreams. Together, we are making a difference for eternity!

We realize that establishing an online presence and cohesive visual brand can be overwhelming and exciting all at once. That's why we've created this discovery workbook—to help you uncover the vision behind your message and platform so that you will be able to clearly communicate your heart to our production team. We've included several practical and technical questions in this document to assist you in organizing your thoughts, design goals, platform details, target audience, production needs, and artistic style. This process also enables our team to carry out your project with attentiveness and excellence. The clearer you are in communicating your preferences with us, the more efficient we'll be in executing our services.

The purpose of the Branding Discovery Workbook is two-fold: 1) to assist you in understanding the creative process and requirements of your project and 2) to establish clear and open lines of communication between you and our production team members. After reviewing this workbook, you may discover you're treading into some deep creative waters. That's ok! We recommend you take time to research on your own and find examples of your style to bring to our team. Knowing what you like or dislike will help us in creating something that's uniquely you!

If you're having difficulty completing the workbook, please feel free to contact our office. We'll be happy to answer any questions you may have.

Sincerely,

Mica C. Olinghouse & ENP Team
Founder / Creative Director
Millennial Media LLC

Instructions

The second step in the Discovery Phase of Plan to Publish V.20 is completion of the Discovery Workbook(s), a creative exploratory process we require for every project under consideration. This workbook is an **interactive** form, which means that all text spaces in the Discovery Questionnaire section can be filled in directly inside the PDF document! No printing is necessary.

Simply answer the questions to the best of your ability and email the completed PDF to our office. It's as simple as that!

PAY THE PROJECT SUBMISSION FEE

To complete the filing process, click the *Pay Fee Now* button at the end of this workbook and submit your processing fee online. You may also submit payment on our website **here**.

Please note that submission of this workbook and corresponding fee does **not** guarantee a space in our project calendar. Upon review of your project and discovery workbook, we'll be able to determine if you are a compatible client for our Millennial Media production team.

Design Profile

Full Name & Name of Ministry or Organization

Do you have colors already in mind for your brand? If so, can you send us some samples of the colors you want to use in your brand? (Please limit your color palette choices to 3.)

If you don't yet have a color choice, what colors are your favorite?

What colors do you gravitate towards when shopping for clothes?

Design Profile

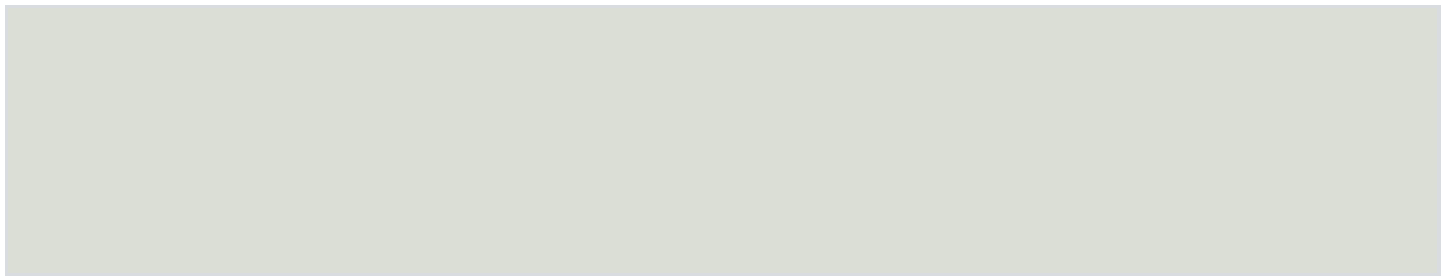What is the color and style of your favorite room in your house?

If you were to take a look around your home or office, how would you describe your decorating style? Is it Old World, classic, modern, eclectic?

How would you describe your personal style? (Ex: Earthy, minimalist, glam, etc.)
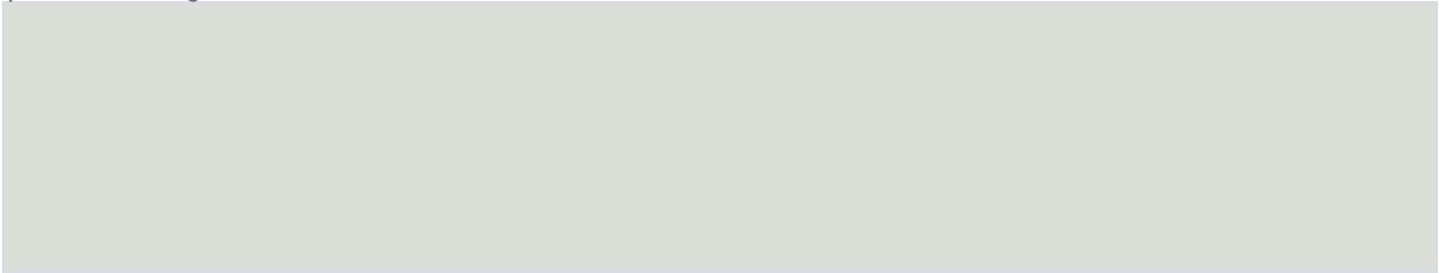
How would you describe the style of your ministry/organization? Is it youthful, sophisticated, global, clean, orderly?

Personality Profile
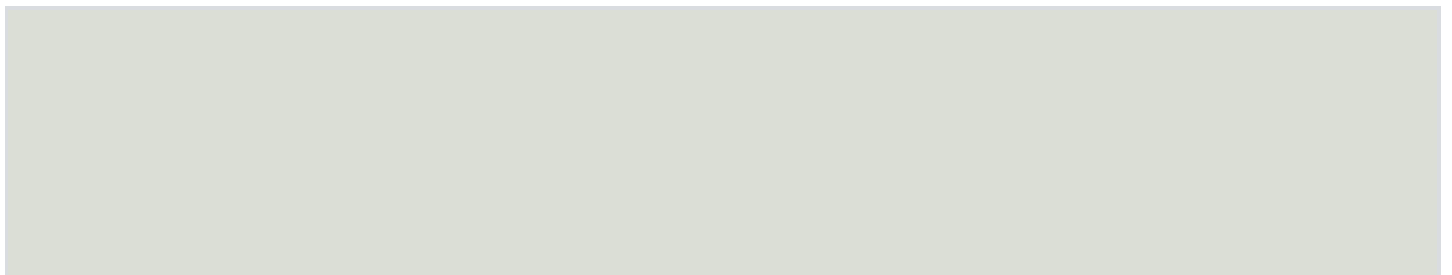
If you are familiar with personality types, what personality type best describes you? (Example: Sanguine, choleric, ENFP, INTJ, etc.)
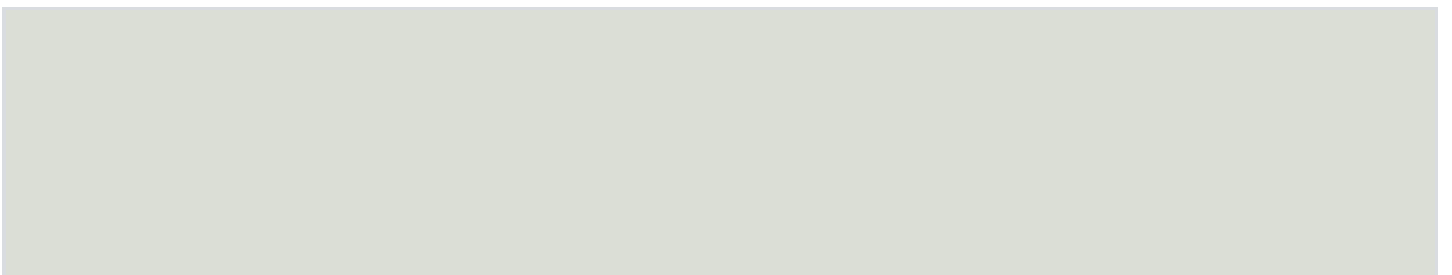
Name five of your best personality attributes and two of your worst personality attributes.

How would you describe yourself? How would others describe you?

What symbol or icon would you choose to illustrate your personality or style?

Personality Profile

What do you envision for your brand?

Have you ever read or studied about branding?

Have you ever read or studied about color psychology?
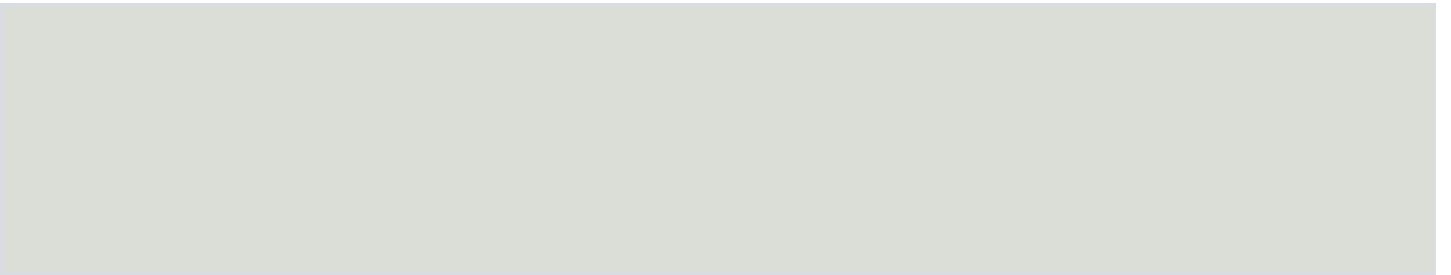
What fonts do you prefer for your brand? (Please list your favorite serif, sans-serif, and display fonts.)

Menu Options
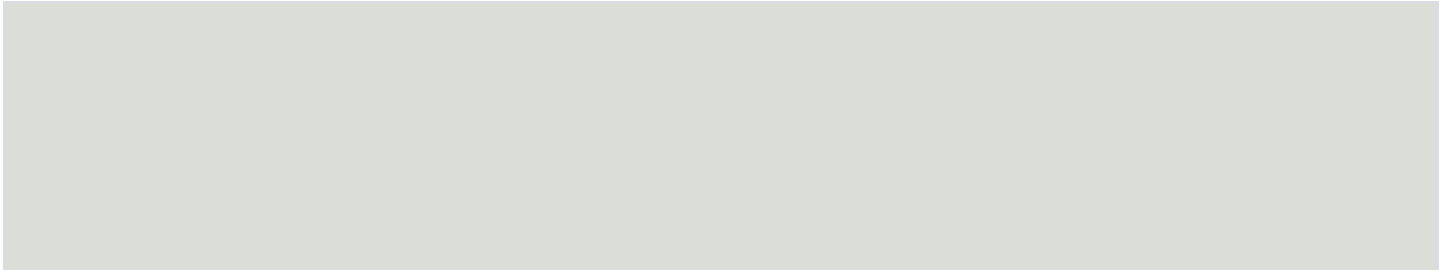
Branding Package: Bronze, Silver, or Gold
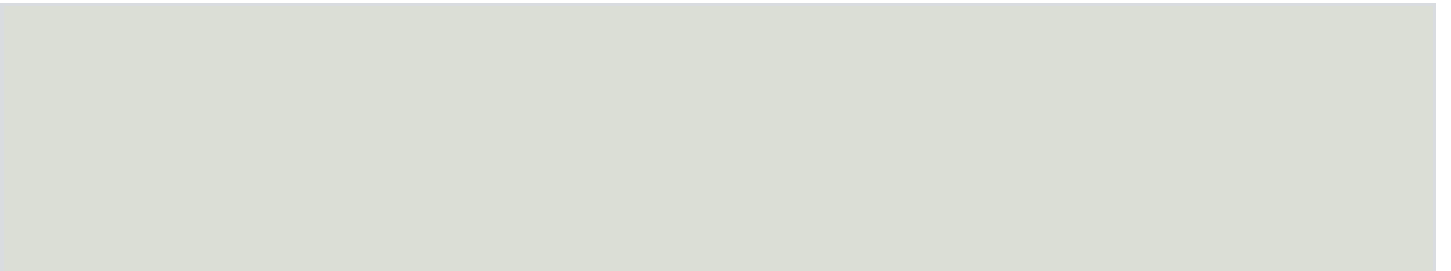
Logo Package: Bronze, Silver, or Gold

Website/Blog Package: Website Design and/or Subscription Package
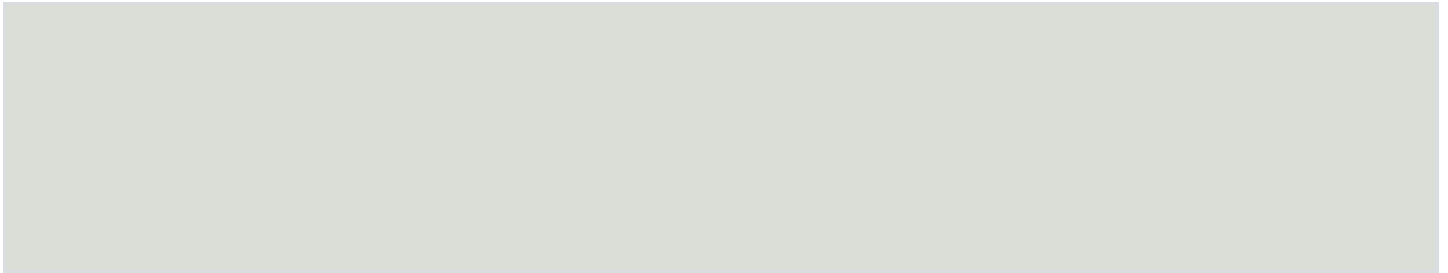
What other branding elements are you interested in? (Business cards, letterhead, power email signature, consultation, etc.) Please see Branding Packages and Pricing Guide for details on all our menu options.

Logo Profile

Do you have a drawing of the logo you want designed?
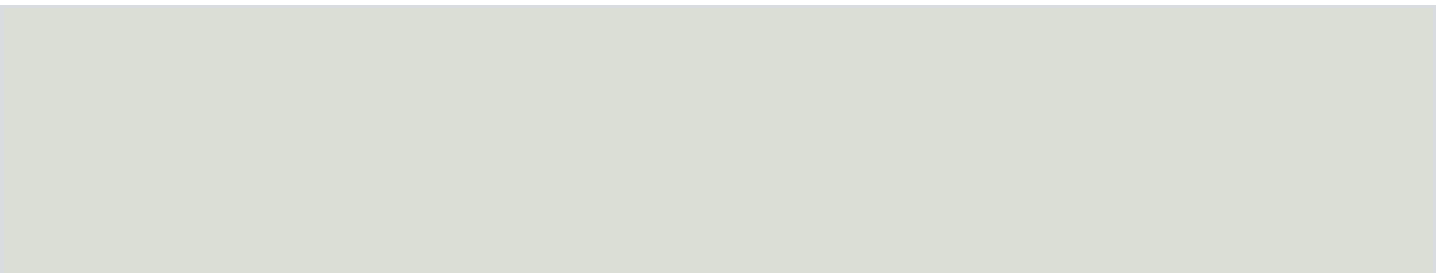
Do you have any examples of logos you like?

Is there a particular symbol or icon you want to incorporate into your logo, or do you want your logo to be text only?
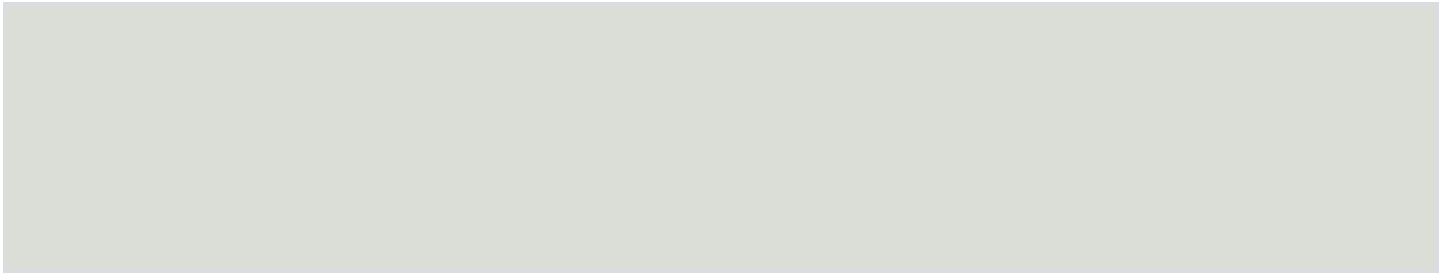
What text do you want to include in your logo? (Ex: Your full name, first name, ministry name, or business name)

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Logo Profile

What will be your primary use for your logo? (online pieces or print pieces)
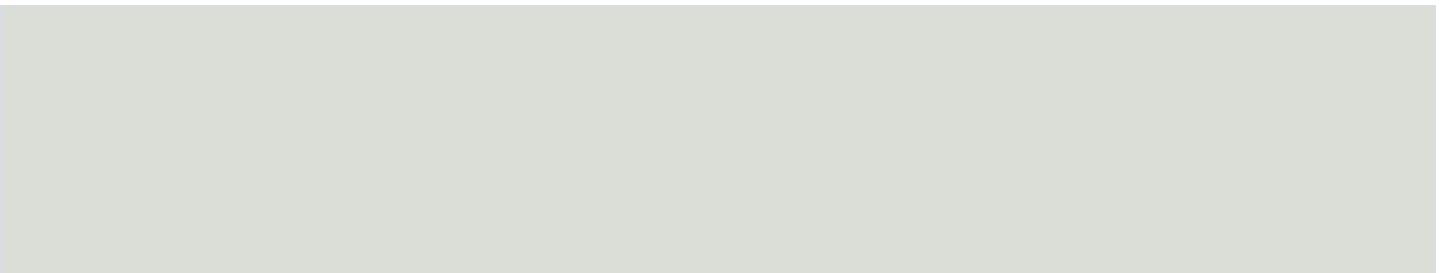
How would you describe the style you desire for your logo? (Ex: Soft, minimalist, classic, bold)

Please briefly describe the vision/message of your organization or personal brand that would help the designer incorporate your identity into your logo.
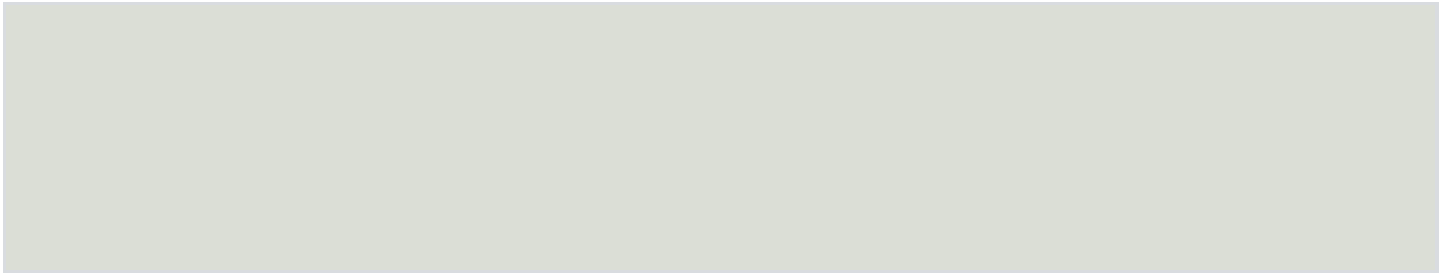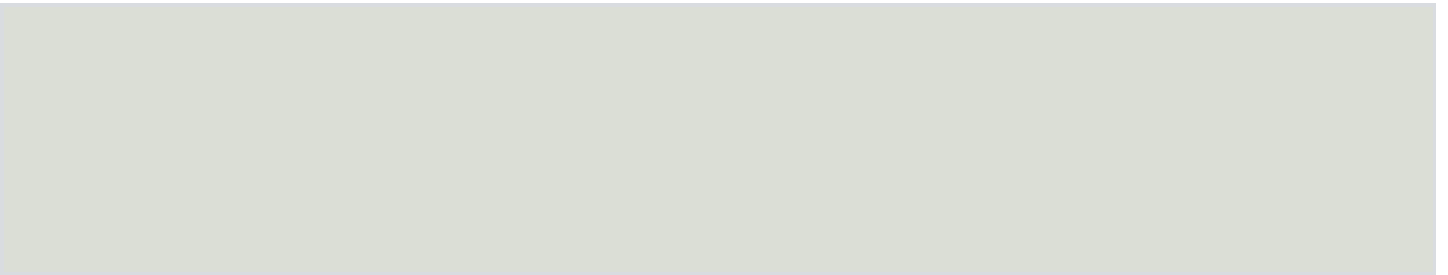
When do you want your logo completed?

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Website Profile

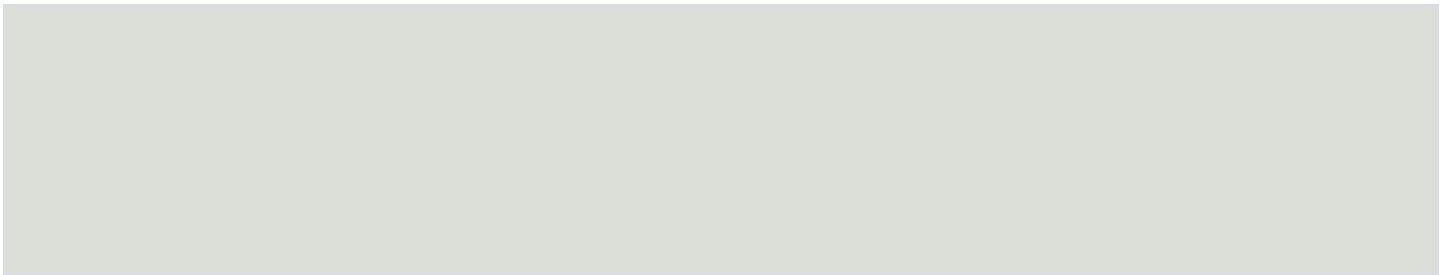*Please answer this section only if you are selecting a website package.*

Have you already purchased your domain? If so, please list your domain server and your domain URL.
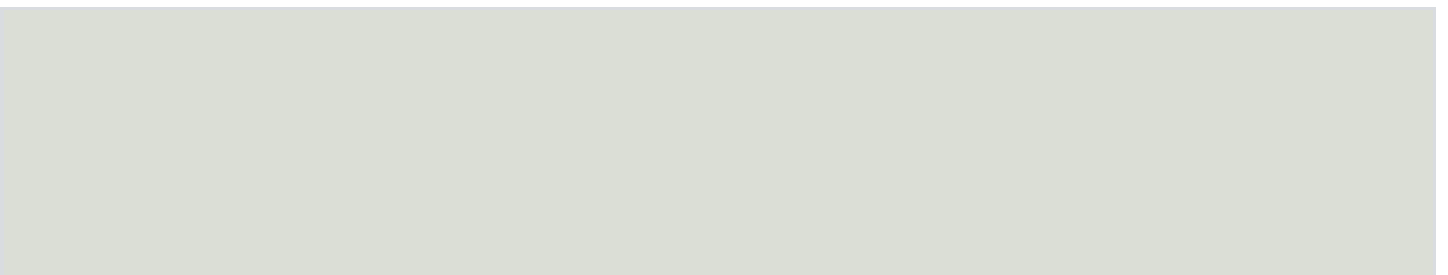
If you've not yet purchased your domain, what do you want your domain name to be?

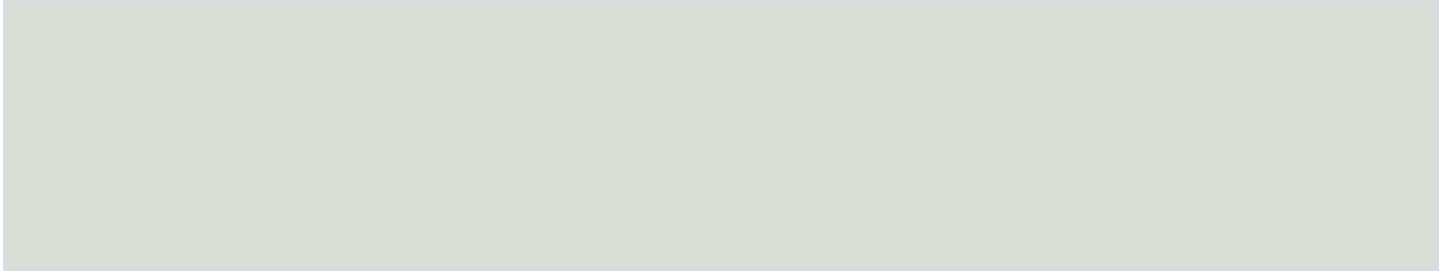Do you prefer SquareSpace or WordPress for your website? Have you already found a template you like?

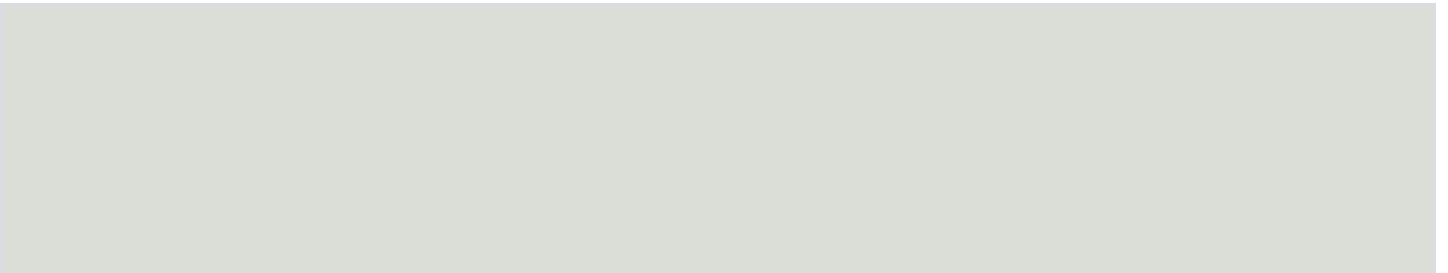What is the name and tagline of your website?
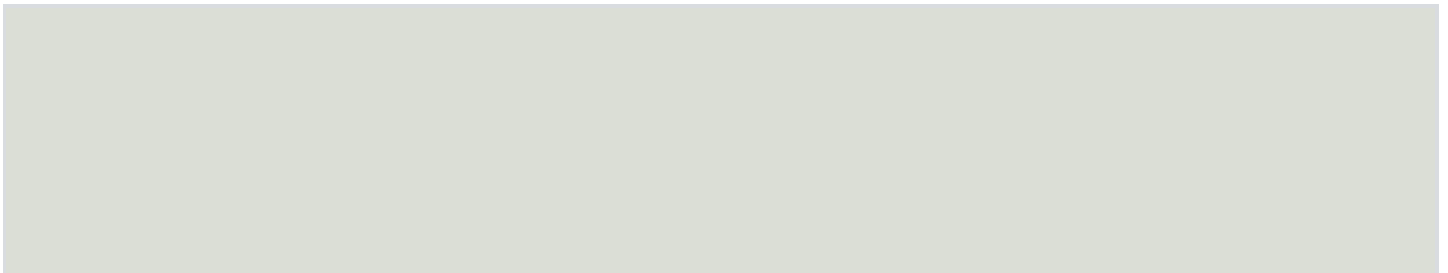
Website Profile

What is the primary purpose of your website? (Ex: Promote your book, provide a home space for your blog, sell your professional services or products, provide an online presence for your church or ministry, etc.)
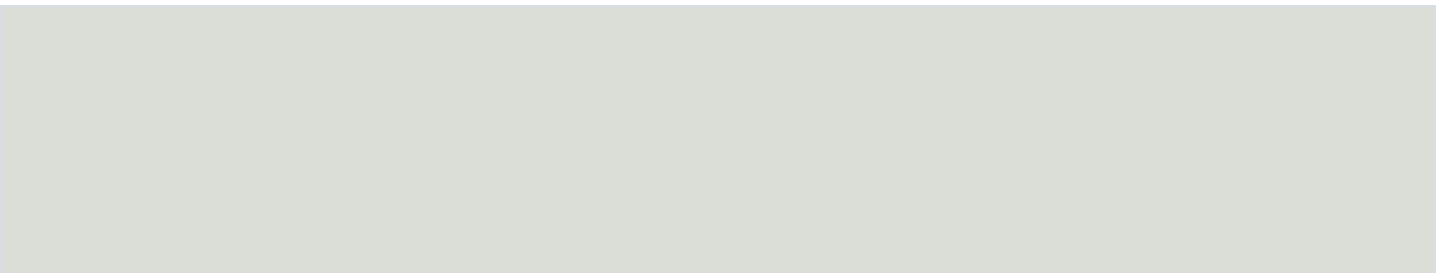
What are the primary objectives and goals you want to accomplish through your website?

What special pages do you want to include in your site? (Donor page, Blog page, Automated Scheduler, Shop, etc.)
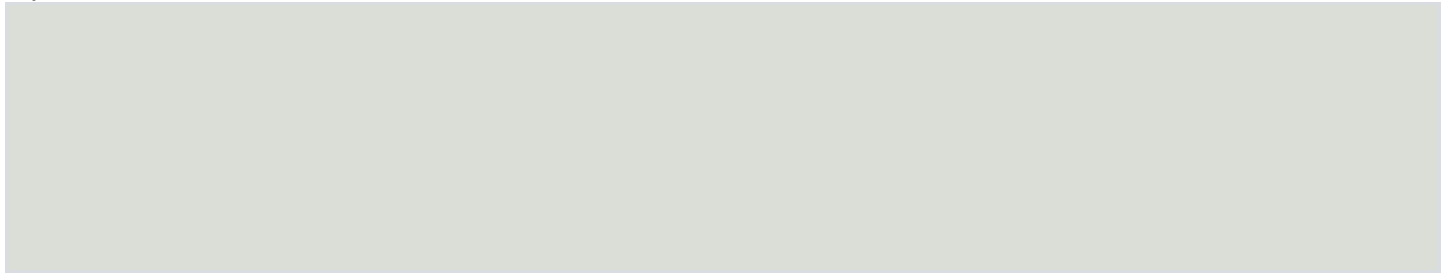
Do you already have orignal or stock photos for your site? If not, do you want us to search and shop for stock photos for you?
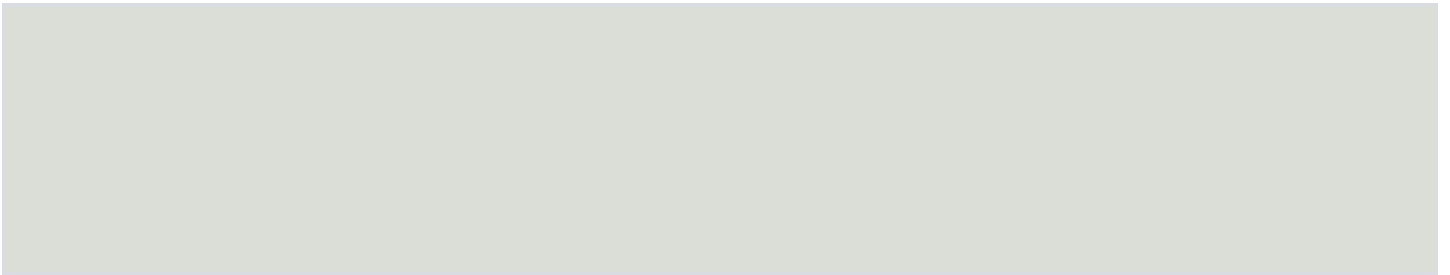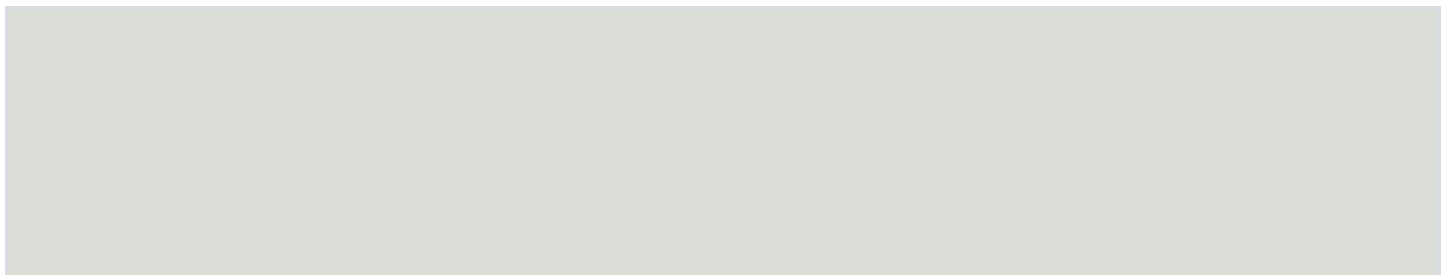
Website Profile

What social media accounts do you want connected with your website? Do you have these accounts already set up? If not, do you need us to help you set up these accounts?
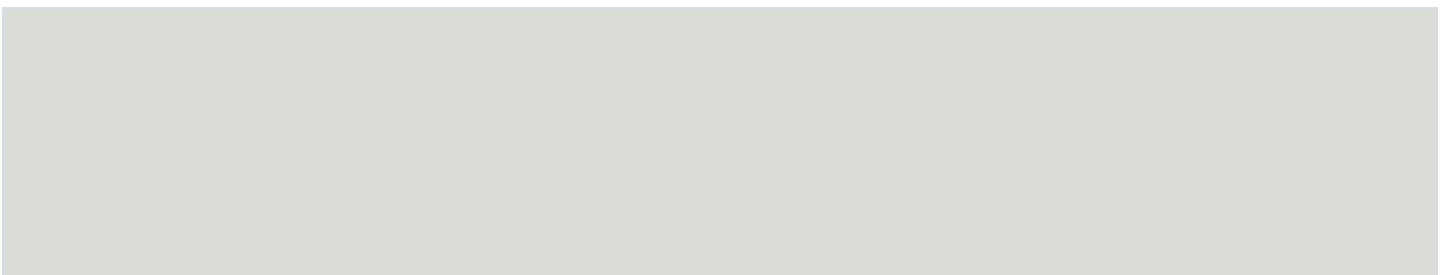
Do you want MailChimp connected to your website? Do you already have a MailChimp account set up? If not, would you like us to help you set up an account?

Are there any other apps you wish to integrate into your site? (Example: Acuity Scheduling, Zoom, Donor Box, Quickbooks, Shopify Store, etc.)
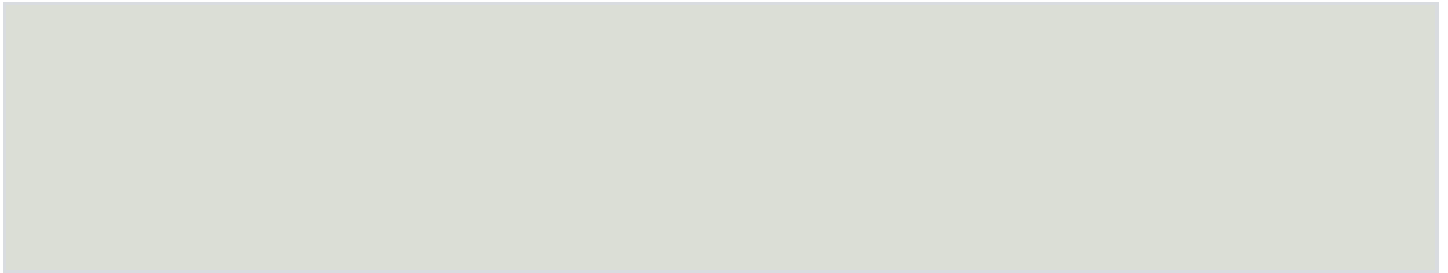
Will you need content writing and/or editing for your website, or do you plan on writing your own clean copy?
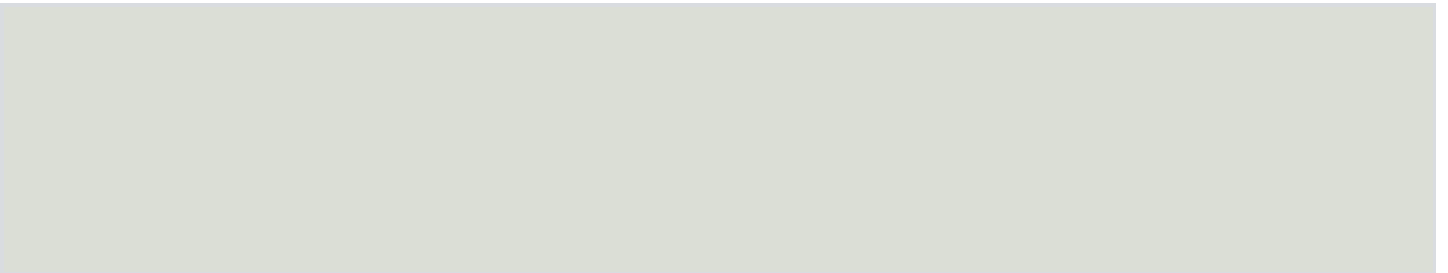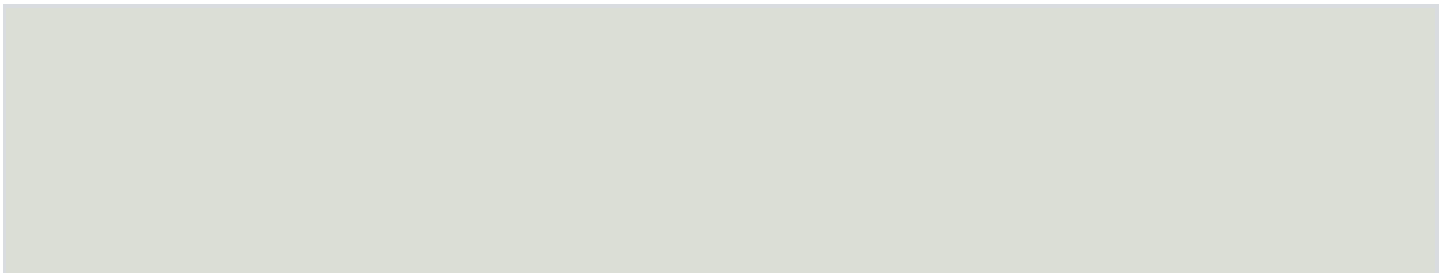
Website Profile

Who will be visiting your website? Are there any keywords you want to use in your site for best SEO? Are you planning on monetizing your site?
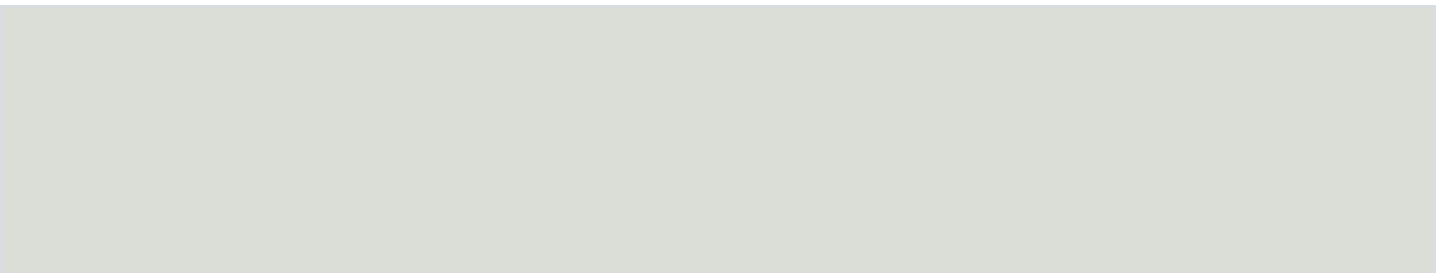
What colors and style do you want for your website?

Do you have any examples of websites that you like? If so, please list the links here:

Do you have an ideal finish date in mind for your website?

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Congratulations!

You're finished!
Here's your next step.

You have successfully completed your second step in the Discovery Phase of Plan to Publish V.20! Now simply email this document to our office at info@millennialmediallc.com.

We'll be getting in touch with you soon!

Your Next Step: Pay the $25 Branding Project Submission Fee online.

PAY FEE NOW

Resources

WEBSITE

Other Plan to Publish V.20 Series documents are available on on our website at www.millennialmediallc.com.

Visit the **Resources** page to download any of the following interactive forms:

- New Client Application (Book Production or Digital Media)
- Client Profile (Book Production or Digital Media)
- Editorial Discovery Workbook
- Design Discovery Workbook
- Branding Discovery Workbook
- Content Management Discovery Workbook
- Checklists

Our Packages & Pricing Guides are available on a backend page of our website. Visit **here** to download any current edition of our pricing guides.

SOCIAL LINKS

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