

# NEW CLIENT

*Application*

DIGITAL MEDIA  
PLAN TO PUBLISH V.20 SERIES



MILLENNIAL MEDIA

# Table of Contents

WELCOME	PAGE 3
CLIENT QUALIFICATIONS	PAGE 4
PLAN TO PUBLISH V.20	PAGES 5-9
INSTRUCTIONS	PAGE 10
DISCOVERY QUESTIONNAIRE	PAGES 11-18
CONTACT PROFILE	PAGE 11
PLATFORM PROFILE	PAGES 12-13
PROJECT EVALUATION	PAGES 14-15
PROJECT PROFILE	PAGE 16
PREPARATION EVALUATION	PAGES 17-18
NEXT STEPS	PAGE 19
RESOURCES	PAGE 20
BLOG OPT-IN	PAGE 21

# Welcome

## OUR STORY BEGINS HERE

Dear Prospective Client,

Thank you so much for considering our digital media services. We are delighted to begin this journey with you and hope this process leads to a fruitful partnership for the Kingdom of God.

If you're a first-time client or a new acquaintance of Millennial Media, we'd like to introduce you to Plan to Publish V.20, our signature acquisition and onboarding process for all digital media projects. This system consists of four unique phases, each one specifically designed to help you understand and execute the creative process with our team.

As a boutique agency, we offer a variety of branding and content marketing packages including CMS website creation, logo design, blogging, social media, and email marketing services. Our desire is to meet you wherever you are in the digital media journey and to assist you along the way. Together, we can bring the message God has birthed in your heart to life through today's trending technology.

Before we can begin writing our partnership story, we need to know some important things about you, your digital media plan, your message, and your project goals. Once we've received all the necessary information, our team will review your application along with the required completed discovery workbook(s) and then evaluate whether or not our story continues to the next chapter of a client/agency relationship. We hope this will be the delightful beginning of a wonderful new venture!

Thank you for embarking on this journey with us. Let's see how our story unfolds!

Sincerely,

Mica C. Olinghouse  
Founder / Lead Creative Director  
Millennial Media

# Client Qualifications



## MESSAGE & MISSION

Millennial Media is a mission-driven editorial and creative agency; therefore, we are seeking clients who fit within the scope of our organization's foundational message and purpose. We work primarily with Christian ministers who adhere to a Spirit-filled and Biblically sound doctrinal message. We also work with Christian business professionals, authors, and leaders who adhere to the same doctrinal message in both their personal lifestyle and public platform.

## QUALITY PROJECT

Millennial Media upholds high industry standards; therefore, we are seeking projects that deliver quality in both substance and style. As a result of our professional expertise and reputation, we evaluate each project presented to us carefully and prayerfully. We do not commit ourselves to projects that are not yet ready for professional editorial or production assistance.



## PREPARATION & TIMING

Millennial Media is committed to the principle of stewardship; therefore, we schedule clients and projects that have been fully vetted in the Discovery Stage of Plan to Publish V.20. We consider the many implications and requirements necessary to complete each project and evaluate a project's merit based on its level of preparation and time frame for completion.



# Plan to Publish V.20

## PHASE 1: DISCOVERY

This first phase of Plan to Publish allows us to become acquainted with you and to see if your platform, message, and project are a good fit for our team.

## PHASE 2: ACQUISITIONS & ONBOARDING

If we've approved your digital media project, this second phase provides us the opportunity to discuss execution details, present a custom project proposal, assign a production time to your project on our calendar, and officially welcome you as a client.

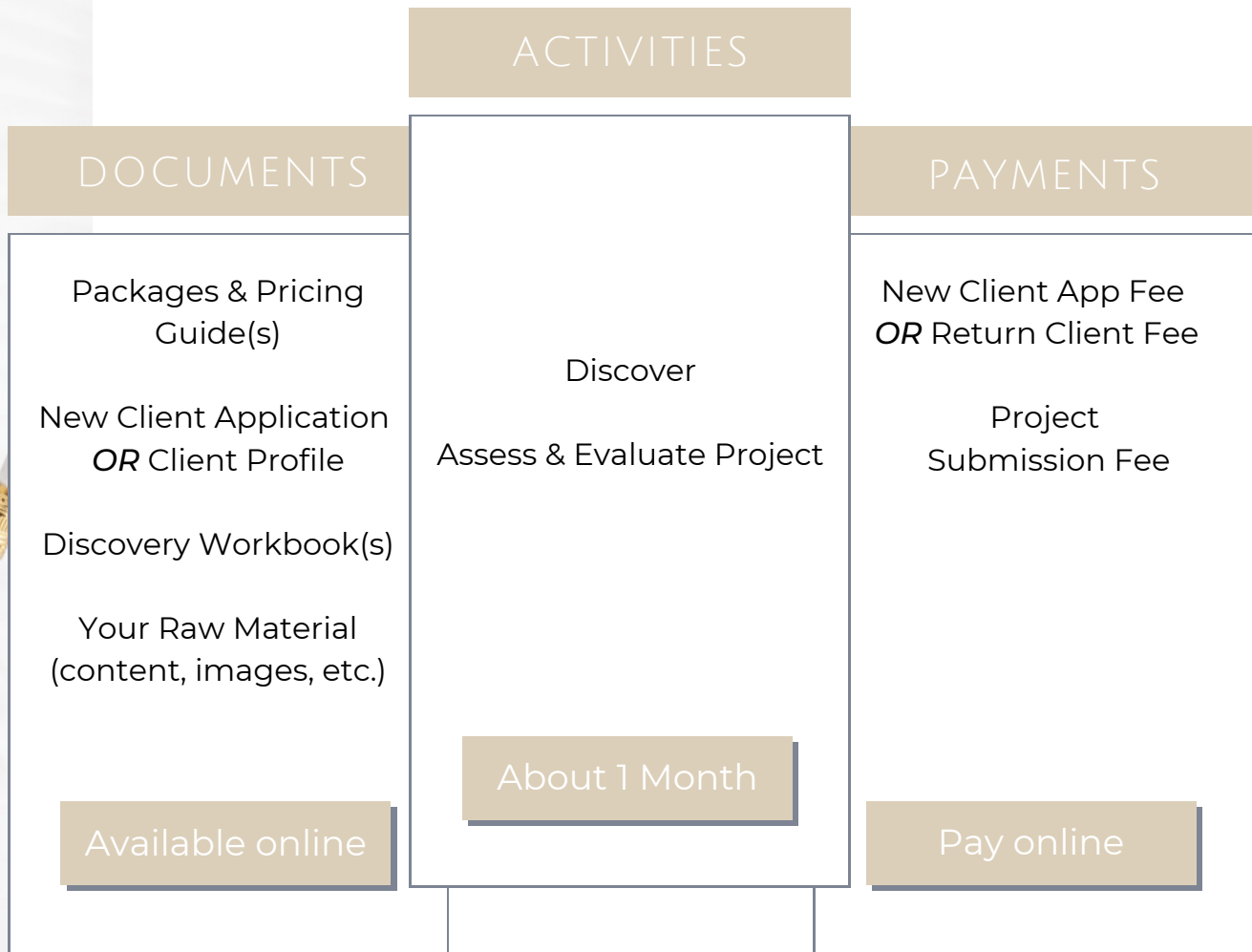
## PHASE 3: PRODUCTION

This third phase is where all the action happens! Our team will be working diligently on your project and will be in regular communication with you regarding revisions and project details.

## PHASE 4: DELIVERY

This final phase completes the Plan to Publish process! Your project will be finished and released to you.

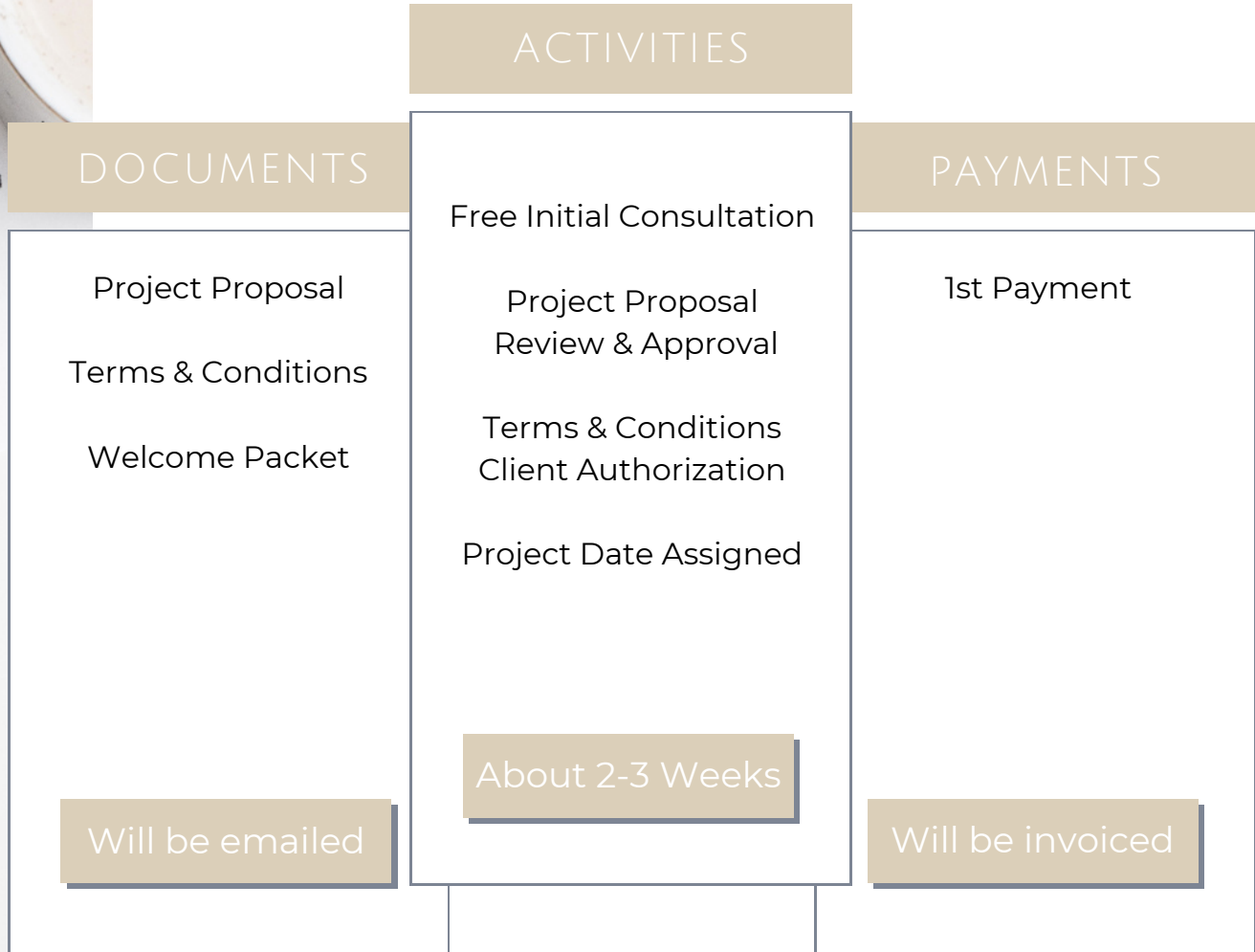
# Discovery Phase



## IMPORTANT NOTES ABOUT THE DISCOVERY PHASE

Discovery documents may be obtained by visiting the Resource page on our website or by emailing our office at [info@millennialmediallc.com](mailto:info@millennialmediallc.com). Submitted applications and processing fees do not guarantee a space on our project calendar.

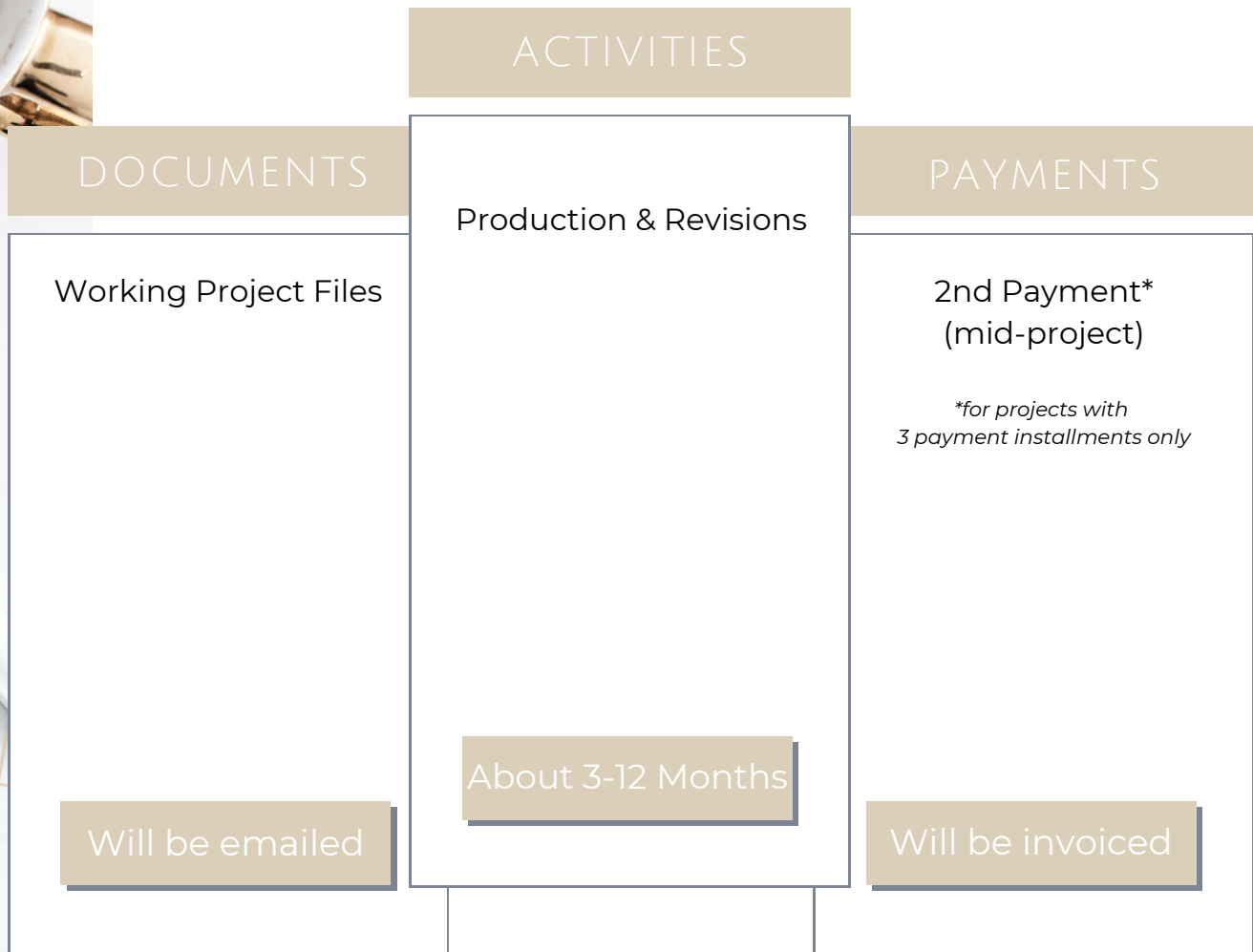
# Acquisitions & Onboarding Phase



## IMPORTANT NOTES ABOUT THE ACQUISITIONS & ONBOARDING PHASE

Acquisition documents will be emailed to you when needed. Client Authorization and payment of first invoice are required to secure project space on our calendar.

# Production Phase



## IMPORTANT NOTES ABOUT THE PRODUCTION PHASE

Working project files will be emailed to you for revisions once completed. Additional requested project consultation will be invoiced as billable hours.

Our team will communicate with you regularly. Your timely response to questions and revision requests is greatly appreciated!



# Delivery Phase



## IMPORTANT NOTES ABOUT THE DELIVERY PHASE

Final client files will be emailed and completely released to you once all outstanding invoices have been paid.

# Instructions

## COMPLETE THE APPLICATION

The first step in the Discovery Phase of Plan to Publish V.20 is completion of the New Client Application (or Client Profile for returning clients), a form we require for every project under consideration. This 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, provide the required contact information, and email the completed PDF to our office. It's as simple as that!

## PAY THE APP FEE

To complete the application process, click the *Pay App Fee* button at the end of this application and submit your processing fee online. You may also submit payment on our website [here](#).

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

# Contact Profile

Full Name & Name of Ministry or Organization

Personal & Organization Contact Information (phone number, email, website, and mailing address)

Billing Information (name, address, email, and phone number)

If a third party will be handling your account (such as a secretary or agent), please list their name, email, and phone number below.

# Platform Profile

Now, we need to know a little about who you are and what you represent. Please check the box that most describes you and fill in the appropriate description area.

PASTOR

Describe the nature of your ministry and include the name of your church.

MISSIONARY

Describe the nature of your ministry, where you live, and whether or not you will be targeting a foreign audience.

MINISTER

Describe the nature of your ministry and your specific platform or message.



# Platform Profile

Now, we need to know a little about who you are and what you represent. Please check the box that most describes you and fill in the appropriate description area.

1ST TIME  
AUTHOR

Briefly describe your personal or public message, current platform, and book. How do you wish to tie in digital media with your author platform?

PUBLISHED  
AUTHOR

List the books you have published. How do you wish to tie in digital media with your author platform?

PROFESSIONAL

Describe your business focus, niche, product or service, and messaging. How do you plan to implement digital media to reach your audience in a way that glorifies Christ?

# Project Evaluation

Now, we need to know a little more your project and the types of digital media services that interest you. Please answer yes or no in each box on the left and fill in any additional detail in the long-form area on the right.

YES OR NO

Are you requesting any branding services such as a logo, business cards, letterhead, or digital identity pieces? If so, please give a brief description of your branding needs.

YES OR NO

Are you requesting CMS website design? If so, please give a brief description of your webiste needs.

YES OR NO

Are you requesting content marketing services like blogging, social media, email marketing, or video production? If so, please give a brief description of your content marketing needs.

# Project Evaluation

Please describe in detail the nature of your project and/or services needed.

What is your digital media project for (ministry, church, author platform, book launch, business, nonprofit, etc.)?

Please define your target audience.

When will you be ready to begin your media project(s), and do you have a specific deadline in mind for project completion?

# Project Profile

Now, we need to know a little more about your digital footprint. Please answer yes or no in each box on the left and fill in any additional detail in the long-form area on the right.

YES OR NO

Do you have a current website or blog? Please list URL.

YES OR NO

Are you on social media? If so, please list your platforms (Facebook, Twitter, etc.) along with their links.

YES OR NO

Do you have a MailChimp account or another email marketing provider?



# Preparation Evaluation

Now, we need to know a little more about your level of preparation in regards to working with our professional digital media production team. Please answer yes or no in each box on the left and fill in any additional detail in the long-form area on the right.

Have you had any experience with online marketing tools like websites, social media, blogging, and/or email marketing?

YES OR NO

Do you already have branded elements that you would like to incorporate into your media project (like a logo, specific colors or fonts, graphics, etc.)?

YES OR NO

Are you currently prepared to meet the financial obligation required to complete your requested project(s)?

YES OR NO

# Preparation Evaluation

Now, we need to know a little more about your level of preparation in regards to working with our professional editorial and production team. Please answer yes or no in each box on the left and fill in any additional detail in the long-form area on the right.

YES OR NO

Are you prepared to invest time and energy into communicating with our team, reviewing projects when needed, and responding to our creative team in a timely manner?

YES OR NO

Do you have a copy of our Branding and/or Content Marketing Packages & Pricing Guides (also included in the Complete Set)?

YES OR NO

Are you responsible with deadlines?



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

You have successfully completed your first step in the Discovery Phase of Plan to Publish V.20! Now simply email this document to our office at [info@millennialmediallc.com](mailto:info@millennialmediallc.com).

We'll be getting in touch with you soon!

**Your Next Step:** Pay the \$30 Application Fee online.

**PAY APP FEE**



# Resources



info@millennialmediallc.com

## WEBSITE

Other Plan to Publish V.20 Series documents are available on our website at [www.millennialmediallc.com](http://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

Connect with us on social media!





# Blog Subscription

## OPT-IN

Ready to learn free professional writing tips and secrets?



SUBSCRIBE TO  
OUR BLOG!

*Fusion*

professional tips  
from the editor

Plus recommended gifts from our Affiliate Shop!

SUBSCRIBE