



*Artists Consultant*

## **New Client Questionnaire**

Name: \_\_\_\_\_

Artist/Band Name: \_\_\_\_\_

Genre: \_\_\_\_\_

Are You a Songwriter, Performer, or Both \_\_\_\_\_

PRO Affiliation: \_\_\_\_\_

Do you have an EPK: \_\_\_\_\_ If so list link to EPK: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

1) What was the main reason that you wanted to meet with me? \_\_\_\_\_

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2) What is your number one priority/area or focus for your project/brand? \_\_\_\_\_

\_\_\_\_\_

3) What do you believe needs to be strengthened in order to support achieving this?

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4) What options have you explored to achieve this? \_\_\_\_\_

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5) Is there anything that you or your team are doing that may be getting in the way of achieving this? \_\_\_\_\_

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6) What is unique about your project/brand compared to your competitors? \_\_\_\_\_

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7) Who will be making the final decisions on the project and who will be in charge of implementation? \_\_\_\_\_

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8) What is the age group of those that connect with your project/brand?

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9) What geographic region does your project/brand impact? \_\_\_\_\_

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10) Which audience does your project/brand impact: male/female/both? \_\_\_\_\_

**Office Use Only**

Green\_\_ Black \_\_\_\_ Blue\_\_\_\_