



## Outside Eye Consulting Client Intake Form

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Outside Eye Consulting can define your message, clarify your voice, and enhance your branding vocabulary. We get rid of the fluff and the noise, and render your message crystal clear. The next step? Getting your message out to the world across the somewhat dizzying array of platforms available to you. Outside Eye Consulting will make you more articulate, as a company and as a brand. We'll get you heard.

### Think about which of the following services might help your company to better sell itself:

- Web site copy:** We can proof and refine your current web site content, or write brand new copy for you. This may include: a mission statement, a tagline, home page copy, bios, and text for other pages within your site. The valuable thing about web copy is that you can repurpose it for other things. It's an important investment in the early stages of your company's long, lucrative life. If you're looking to build a site or redesign an existing site, we can refer you to designers who we often collaborate with.
- Business plan:** We have plenty of experience helping budding businesses formulate their plan, structure their ideas, and format their document for presentation to potential investors as well as for professional goal-setting use.
- Email newsletters and announcements:** We are experts at best practices for sending email "blasts" to your clients. You bring the clients and the idea; we put it together into a nicely-laid-out email that matches your branding and sounds just perfect. We can set you up with a sending service if you need one (we use Constant Contact) and manage the sending process, or train you on how to do that.
- Blog:** We set up, ghostwrite, and project manage blogs for a variety of clients. We can sound like an expert in your field. We can also advise you on best practices for blogging. We know the lingo and the technology. Or, if you have the time to write your own blog, we can edit and post it for you.
- Press releases:** We write bang-up press releases. We can refer you to great PR professionals who can get your press releases out to the media.
- Social marketing:** We're happy to train you on how to set up and spread the word about a Facebook fan page (and Twitter account), and we can also make regular updates for you on a retainer basis.