



## describe your project:

### What do I need to know?

Tell me what the final format of the project will be. Will it be printed or digital? Are you printing 10, or 20,000? The more specific you can be with your project description, the more specific I can be with my estimate.

## describe your budget:

### Why do I need to know your budget?

It gives me an idea of the time I can spend on the project, as well as how many colors, specialty inks and varnishes, or the type of paper I can consider for the final product.

You can give me an estimate for the total project (including mailing, printing, and design) or just for the design, just be sure to let me know.



## describe your business:

### What do I need to know?

The more I know about your business the better. Are you big or small? Who is your audience? Do you make products or provide a service?