



**Rev Up  
Your Results!**



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## Checklist of resources

Before starting a project, your writer will need some information from you. Below is a list of questions designed to help give you a heads up on what you'll need to collect. However, keep in mind that this list is by no means exhaustive. Depending on the project, you may need more or different information than what's below.

What is it?

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Describe your project. (Be as detailed as possible. The more information you provide, the easier it will be for the writer).

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What is the purpose of the project?

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Who is the target market?

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Describe the target market.

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What goals do you want to achieve with this project?

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Is this project part of a larger strategy? If so, describe the other parts.

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What is the product/service you are offering?

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What are the benefits of the product/service?

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What needs will the product/service fill for the target market?

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Who is the competition?

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How is your product/service different from your competition?

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What has your competition done?

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Do you like what the competition is doing? Why or why not?

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Finding the information:

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Are other written materials available? Can they be provided to the writer? (Hint – more is usually better).

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Are there any Web sites the writer should check? What are they?

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Are there people the writer should interview? If so, how can the writer contact them?

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Logistics

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What is the project deadline?

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What needs to happen to the project once the writer is done with it?

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Who will be the contact person?

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Who will be in charge of approving the project?

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