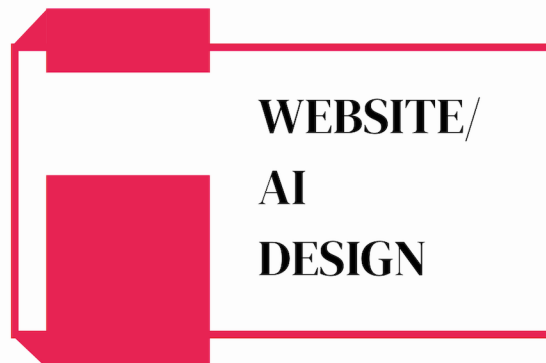


WELCOME CLIENT PACKAGE CONSULTATION





THANK YOU FOR CHOOSING ONE OF THE BELOW PACKAGES:



**Custom requests are
approved by contacting us**



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ABOUT US



Welcome to the team! You are ready for your creativity to take form. You are ready for action and impact!
#TeamYesPenMeIn



MISSION

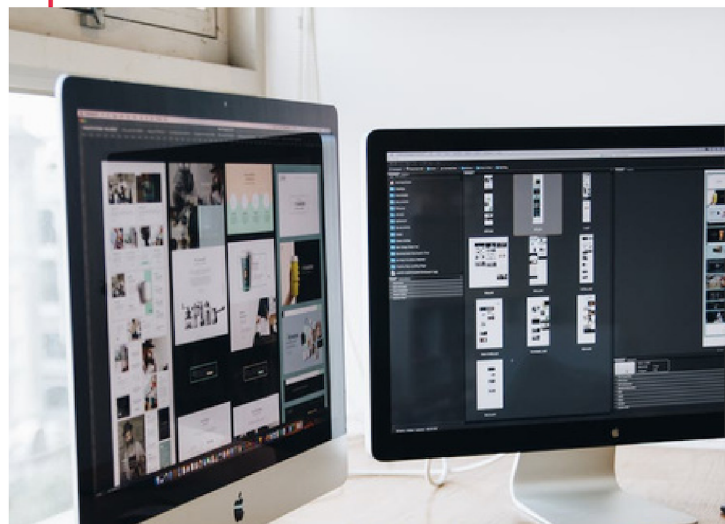
To ignite ideas through print and digital media and inspire the world through creativity.

VISION

To encourage community development through entrepreneurship.



**PROFESSIONAL
DIGITAL AND PRINT
MEDIA SERVICES
AND PRODUCTS AT
YOUR FINGERTIPS**



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WELCOME



CONSULTATION

Welcome. The goal of the meeting is to exchange information. This is the opportunity to acquire accurate, relevant information regarding effective and efficient costs and timeline to reach the goal(s). After project initiation with the client, we sit down together and discuss in detail all the specific requirements for the project. Together we review and detail the problem areas to be addressed. We gather the thoughts regarding solutions and identify the organizations' "vision".

We offer information and solutions on how to meet project goals, the costs involved and how it relates to budget allocation. We help prioritize the need and determine the best use of the funds. Budget discussions are mandatory steps in the process. Whether it is renovation costs, annual report design, or promoting products and services, we believe that quality and time are profit.



The initial consultation meeting is followed up with a proposal regarding the scope of project and the agreed upon fees. It is presented for approval and once accepted the project is initiated.

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MEETING AGENDA

Time and Location
Agreed Upon by Client

Topics	Keypoints	Time
Introduction and opening	<ul style="list-style-type: none"> • Welcome • Over of Client Business History • Chain of Command for Client Business • Client Business Mission and Vision Statement 	5 min
Design/Marketing Strategy	<ul style="list-style-type: none"> • Describe your services • Describe your audiences? Who are we talking to? What are they like? • What is their need? 	10 min
Design/Marketing Campaign	<ul style="list-style-type: none"> • Briefly describe existing Marketing campaigns? What is working? What isn't? • What is your brands personality? (Corporate, friendly, etc) 	15 min
Design/Marketing Direction	<ul style="list-style-type: none"> • Summarize the goals of this project. What needs to be accomplished, promoted, or provided? • Which goals are priorities? Are there important deadlines or events that we should consider? Time frames? Call to Actions? 	25 min
Closing	<ul style="list-style-type: none"> • Meeting Recap • Next Steps 	5 min

MEETING NOTES



Take time to make or review notes.

CONSULTATION



BACKGROUND

ACHIEVING THE BEST RESULTS FOR YOUR DIGITAL AND/OR PRINT MEDIA
NEED IS OUR TOP PRIORITY.

ANSWER THE QUESTIONS TO THE BEST OF YOUR ABILITY.

BRIEFLY DESCRIBE THE ORGANIZATIONS HISTORY AND GOALS:



WHAT IS YOUR MISSION, VISION, PURPOSE, VALUE STATEMENT? IF YOU DON'T
HAVE ONE WHAT MATTERS MOST?



DESCRIBE YOUR AUDIENCES? WHO ARE WE TALKING TO AND WHAT ARE THEY LIKE?



BRIEFLY DESCRIBE EXISTING MARKETING CAMPAIGNS? WHAT IS WORKING? WHAT
ISN'T?



BRIEFLY DESCRIBE ANY ISSUES FACING THE BRAND.

CONSULTATION



BACKGROUND

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NEED IS OUR TOP PRIORITY.

ANSWER THE QUESTIONS TO THE BEST OF YOUR ABILITY.

SUMMARIZE THE GOALS OF THIS PROJECT. WHAT NEEDS TO BE ACCOMPLISHED,
PROMOTED, OR PROVIDED? WHICH GOALS ARE PRIORITIES? ARE THERE
IMPORTANT DEADLINES OR EVENTS THAT WE SHOULD CONSIDER?

:



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CONSULTATION



BACKGROUND

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NEED IS OUR TOP PRIORITY.

ANSWER THE QUESTIONS TO THE BEST OF YOUR ABILITY.

DESCRIBE THE STYLE OF MARKETING/PROMOTIONAL MATERIALS THAT YOU ARE
LOOKING FOR?



WHAT IS THE APPROVAL PROCESS FOR THIS ORGANIZATION? CHAIN OF
COMMAND? TIME FRAMES? CALL TO ACTIONS?



CONSULTATION



BACKGROUND

ACHIEVING THE BEST RESULTS FOR YOUR DIGITAL AND/OR PRINT MEDIA
NEED IS OUR TOP PRIORITY.

S	<u>SPECIFIC</u> WHAT DO I WANT TO ACCOMPLISH?	
M	<u>MEASURABLE</u> HOW WILL I KNOW WHEN IT IS ACCOMPLISHED?	
A	<u>ACHIEVABLE</u> HOW CAN THE GOAL BE ACCOMPLISHED?	
R	<u>RELEVANT</u> DOES THIS SEEM WORTHWHILE?	
T	<u>TIME BOUND</u> WHEN CAN I ACCOMPLISH THIS GOAL?	

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CONSULTATION



TIMELINE

THE TIMELINE OF WHAT TO EXPECT



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WEBSITE CONSULTATION & DESIGN



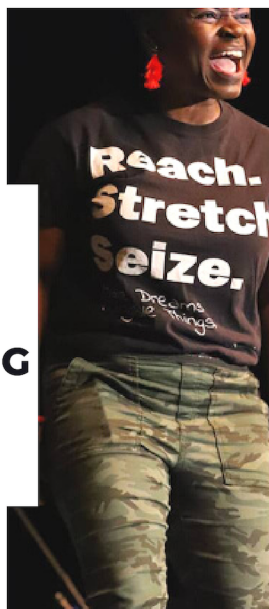
PRINT AND DIGITAL MEDIA PUBLISHING

Creating new brands and refreshing those that need to be updated.



PRODUCT DESIGN AND PACKAGING

Bringing creative marketing concepts to life.



LOGO DESIGN

UNLIMITED PRINT AND DIGITAL MEDIA SERVICES AND PRODUCTS

MARKETING & PR

Create marketing concepts that cover all customer touchpoints.



THANK YOU

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PEN YOU IN BRANDS



UNLOCKED
EDUCATION DIGITAL MAGAZINE
NOTE_{in}**DIZZLE**

