**Potential Client**

**Application & Questionnaire**

**Thank you for taking the time to apply for assistance, coaching, encouragement, and support from Ministry of Hope. We prayerfully consider every application that is submitted.**

**Please take time to carefully consider and share your answers to each of the questions listed below. Once you have completed this form, please send it via email to** **hope@melanieredd.com****.**

**Once we have had the chance to process and carefully assess your application/questionnaire, we will do three things:**

1. *We will do an audit of your presence online (website, social media, etc.)*
2. *We will prepare a customized plan for your business/ministry.*
3. *We will contact you to set up an appointment to talk - over the phone or in person.*

\*All of this will be done at no cost to you – if you are selected to become a client. Once we’ve had the chance to talk over your plan, then we will discuss future costs and our ministry agreement.

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**Why have you contacted Melanie and Ministry of Hope? What are you hoping we can do for you and your business/ministry?**

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**In thinking about your business/ministry, what would you love to see it accomplish? What are your dreams for this endeavor?**

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**Complete this sentence… In the next year, I would love to see my business/ministry…**

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**Off the top of your head, jot down 10 things that you love about your business/ministry:**

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**What about challenges? Jot down 5 things that challenge you in your business/ministry:**

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**When you think about your business/ministry makes you excited and hopeful?**

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**Who is your ideal customer? Describe those you are trying to reach:**

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**Where are your customers online? Are they on IG, FB, Twitter, and Pinterest? Do you know?**

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**How will you reach your ideal customers? What marketing tools would you like to use? What are you using right now?**

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**Write a short elevator pitch about your blog/ministry. What will you tell people you are doing in one-two sentences?**

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**What do you offer to others? What will they gain from your business/ministry?**

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**Make a list of 5 people who could help you to grow your business/ministry:**

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**To the best of your knowledge, share where you are right now in your reach. You can use Google Analytics, stats on your website, and social media to get these answers.**

|  |  |  |
| --- | --- | --- |
| Mode | Number of likes/followersRight now | What you’d like to see by December 31, 2017 |
| Personal Facebook  |  |  |
| Bus/Min. FB page  |  |  |
| Instagram  |  |  |
| Twitter |  |  |
| Pinterest |  |  |
| Linked In/Other |  |  |
| Number of email followers |  |  |
| Number of website total page views this year |  |  |
| Number of website total sessions this year |  |  |
| *\*If you aren’t sure, we will look it up and figure it out when we meet.* |  |  |
|  | (Add these up) |  |
| **Total Reach as of August, 2017** **(Add up all lines above)** |  |  |

**A few final details:**

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Best phone number \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Best email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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Best way to contact you\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What’s your time budget for this project? How much time do you have to spend on growing your reach per month? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What’s your financial budget for this project? How much do you have to spend on growing your reach per month? (For example, some of our clients spend $200, some $500 a month) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_