Rawson Internet Marketing

Starter Questions for Your Project

These questions are designed to help us understand your project scope and guide you toward the most suitable writing package. Feel free to skip or modify questions as needed based on your project. If you're ready to discuss, you can email me your answers at **richard@rawsoninternetmarketing.com**.

Project Goals and Vision

1. What are the primary goals for your project (e.g., professional reference, thought leadership, educational resource, or storytelling)?

2. Who is the target audience? Are they technical experts, decision-makers, general readers, or another key group?

Content Scope and Focus

3. What core topics or themes should be covered in the book (e.g., industry-specific insights, case studies, best practices)?

4. Are there any key frameworks, methodologies, or sources of knowledge you'd like included?

5. Do you envision case studies, step-by-step guides, or practical examples as part of the content?

Writing Style and Structure

6. What tone or style do you prefer—technical, conversational, motivational, or somewhere in between?

7. Do you have a specific format in mind (e.g., chapters, modular sections, or progressive learning steps)?

Collaboration and Research

8. Will you be providing most of the reference materials, or would you prefer that I conduct additional research independently?

9. Are there specific sources (e.g., white papers, interviews, internal documents) that must be referenced?

Timeline and Deliverables

10. What is your ideal timeline, including key milestones for drafts and revisions?

11. Are there any additional deliverables you'd like to include, such as diagrams, tables, or visual aids?

Customization Needs

12. Would you like to explore optional services, such as deeper research, marketing support, or promotional strategies?

13. Are there any known challenges or risks that could affect the project, such as time constraints or shifting priorities?