

INITIAL CONSULTANCY ENQUIRY FORM

Helping publishers and media professionals to
 INNOVATE | DEVELOP | EVOLVE

To find out if my services will fit with your business ideas, I ask all potential clients to complete this form before arranging an initial 20-minute chat to talk over the different options.

With only a few meeting slots available each week, it is vital to get some initial background about your idea, or the challenges you are looking to solve to make the most out of our initial Zoom meeting or phone call.

Please complete the form below and email it to mary@themagazineexpert.com I will then get in touch about scheduling a pre-consultancy call to discuss how I can help.

| | |
|---|--|
| Name | |
| Email address | |
| 1. Which of the following do you think would be most useful to you? <input type="radio"/> Consultancy expertise to develop a new publication <input type="radio"/> Consultancy expertise for existing publishing business <input type="radio"/> Magazine publishing 101 bootcamp program <input type="radio"/> Editorial and features 101 bootcamp program <input type="radio"/> Individually tailored CPD training for you or your own team <input type="radio"/> Other, please specify | |
| 2. Tell me about your publishing business. For example, what core issues need addressing in terms of strategy or a relaunch? | |
| 3. If you are looking to develop a new concept please provide an overview of the title: such as genre, publication type (digital/print), frequency and core revenue strategies, together with details of how you will initially fund the publication. | |

| | |
|--|--|
| <p>4. Where do you want to be in 12 months? Outline your biggest challenge(s) and core objectives that you want to achieve.</p> | |
| <p>5. How best can I help you achieve these objectives and what are you hoping to gain most from my consultancy?</p> | |
| <p>6. Please provide days/times of the week that would work well for a call. I can't promise they will work for me but having a few options will enable me to suggest times that will work for both our schedules.</p> | |
| <p>7. To ensure I develop the right proposal, please indicate your investment budget to retain my expertise and guidance. For example, in the lead up to a new launch the cost is usually in the region of £3,000-£5,000, depending on the level of support needed.</p> | |
| <p>8. Lastly, how did you first hear about The Magazine Expert consultancy practice?</p> <ul style="list-style-type: none"> <input type="radio"/> Referral from a friend/colleague <input type="radio"/> Via search engine <input type="radio"/> From reading my publications <input type="radio"/> A magazine article I have written <input type="radio"/> Other, please specify | |