**JOB START FORM**

**PLEASE PROVIDE AS MUCH INFORMATION AS POSSIBLE. SEND COMPLETED DOCUMENT TO** JAMIEGOODWICK@GMAIL.COM

|  |  |
| --- | --- |
| Job Title: |  |
| Client: |  |
| Medium: |  |
| Product or Service: |  |
| Objective: |  |

**Receiver/Audience:**

|  |  |
| --- | --- |
| What are their needs? |  |
| What pressures are they under? |  |
| Who and what is an influence? |  |
| What makes them unique? |  |
| How do they perceive your product or service? |  |
| How do they perceive our competition? |  |

**Situation:**

|  |  |
| --- | --- |
| What are the top benefits of our product or service? |  |
| How do we compare with the competition? |  |
| Are there any key benefits that we offer? |  |
| How have we advertised this before? |  |

|  |  |
| --- | --- |
| **Proposition:** a simple statement that when dramatized to our audience will accomplish our objective: |  |