

SITEGY

# Content Writing Discovery Guide

Thank you for your interest in content writing services. This guide will help you think through your needs so we can have a focused and productive first conversation. Fill it out as completely as you can — rough answers are fine.

Return it to [vikki.peroza@sitegy.com](mailto:vikki.peroza@sitegy.com) or bring it to your discovery call.

## 1. About Your Business

Company name \_\_\_\_\_

Website URL \_\_\_\_\_

Industry or type of business \_\_\_\_\_

In a few sentences, describe what your business does and who it serves.

\_\_\_\_\_  
\_\_\_\_\_

What makes your business different from your competitors?

\_\_\_\_\_  
\_\_\_\_\_

## 2. Your Audience

Who is your ideal customer or client?

\_\_\_\_\_  
\_\_\_\_\_

What problems or challenges bring them to you?

\_\_\_\_\_  
\_\_\_\_\_

What questions do they commonly ask before working with you?

\_\_\_\_\_  
\_\_\_\_\_

## 3. Your Content Goals

What is the main goal of your blog or content? (check all that apply)

Drive organic traffic

Build credibility and trust

Educate my audience

Generate leads

Support existing clients

Build email list

Do you currently have a blog on your website?

Yes, active

Yes, rarely updated

No, starting fresh

Topics you already know you want to cover:

---

---

Topics to avoid:

---

#### 4. Your Brand Voice

How would you describe your brand's tone? (check all that apply)

Professional

Conversational

Warm and friendly

Authoritative

Direct and no-nonsense

Educational

Playful

Inspirational

Words, phrases, or styles to avoid:

---

Do you have brand guidelines or a style guide?

Yes

No

In progress

If yes, where to find it:

---

#### 5. Package and Practicalities

Which package interests you most?

Starter Pack (5 posts)

Starter Pack (10 posts)

Monthly (2 posts/mo)

Monthly (4 posts/mo)

Quarterly Plan

Not sure yet

Would you like keyword research added?

Yes

Tell me more

No

Would you like me to publish content directly to your website?

Yes

No, I'll handle it

Not sure

Website platform:

WordPress

HubSpot

Other:

Timeline or launch date:

---

#### 6. Your Contact Information

Your name \_\_\_\_\_

Email address \_\_\_\_\_

Phone number \_\_\_\_\_

How did you hear about Sitegy? \_\_\_\_\_

**[vikki.peroza@sitegy.com](mailto:vikki.peroza@sitegy.com)**