

## 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](mailto: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?**

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

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

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

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

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

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

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

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

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

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

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

**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/followers Right 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		
<i>*If you aren't sure, we will look it up and figure it out when we meet.</i>		
	(Add these up)	
<b>Total Reach as of August, 2017 (Add up all lines above)</b>		

**A few final details:**

Name \_\_\_\_\_

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

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

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

\_\_\_\_\_

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) \_\_\_\_\_