

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 information 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	
Publication name & URL	
1. Which of the following do you think would be most useful to you? <ul style="list-style-type: none"> <input type="radio"/> Consultancy expertise to develop a and test new publication concept <input type="radio"/> Consultancy expertise to launch a new title (print digital online) <input type="radio"/> Consultancy expertise for problem-solving or to monetise an existing title(s) <input type="radio"/> Consultancy expertise for editorial development of an existing title(s) <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 business – what are your major issues at the moment?	

<p>3. If you are looking to develop a new concept, please provide details such as genre, publication type (digital/print), frequency and core revenue strategies, together with details of how you will initially fund the publication.</p>	
<p>4. Identify three critical objectives you want to achieve.</p>	
<p>5. In terms of progression, where do you want to be in 12 months?</p>	
<p>6. Please provide days/times of the week that would work well for a video 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. 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 on of my publications <input type="radio"/> A magazine article I have written <input type="radio"/> Other, please specify 	