

# PRE-CONSULTANCY FORM

Helping publishers and media professionals to  
 INNOVATE | DEVELOP | EVOLVE

I ask all potential clients to complete this form before arranging an initial pre-consultancy chat. 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 of our initial virtual meeting.

Please send the completed form to [mary@themagazineexpert.com](mailto:mary@themagazineexpert.com) and I will contact you to arrange an informal pre-consultancy meeting.

|  |  |
|--|--|
| <b>Name</b>  |  |
| <b>Publishing company / Magazine</b>   |  |
| <b>Email address</b>   |  |
| <b>1. Which of the following services do you think would be most useful to you at this time?</b>   | <input type="checkbox"/> Consultancy expertise to develop a new publication        |
|  | <input type="checkbox"/> Consultancy expertise for an existing publishing business |
|  | <input type="checkbox"/> Audience analytics / subscription growth                  |
|  | <input type="checkbox"/> Enhancing your editorial position, vision or strategy     |
|  | <input type="checkbox"/> Strategic leadership and management coaching              |
|  | <input type="checkbox"/> Coaching and CPD services                                 |
|  | <b>Other, please specify:</b>  |
| <b>2. Tell me about your publishing business or vision. For example, are you looking to launch a new title or a relaunch an existing one, or resolve issues?</b> |  |

|   |   |   |  |  |  |  |  |  |  |                               |  |
|---|---|---|--|--|--|--|--|--|--|-------------------------------|--|
| <p>3. Please provide details or the new concept or relaunch. This should include an overview of the title: such as genre, publication type (digital/print), proposed frequency and core revenue strategies, together with details of how you will initially fund the publication.</p> |   |   |  |  |  |  |  |  |  |                               |  |
| <p>4. Please provide an outline of where are you hoping to be 12-24 months including your biggest challenge(s) and the two or three core objectives that you want to achieve in that time frame.</p>  |   |   |  |  |  |  |  |  |  |                               |  |
| <p>5. How best can I help you achieve these objectives and what are you hoping to gain from my consultancy?</p>   |   |   |  |  |  |  |  |  |  |                               |  |
| <p>6. Please provide days/times of the week that would work well for a pre-consultancy call. 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?</p>   | <table border="1"> <tr> <td data-bbox="611 1684 896 1738"> <input type="checkbox"/> Referral from a friend, colleague or associate         </td> <td data-bbox="896 1684 1406 1738"></td> </tr> <tr> <td data-bbox="611 1738 896 1792"> <input type="checkbox"/> Via search engine         </td> <td data-bbox="896 1738 1406 1792"></td> </tr> <tr> <td data-bbox="611 1792 896 1845"> <input type="checkbox"/> From reading my one of my books         </td> <td data-bbox="896 1792 1406 1845"></td> </tr> <tr> <td data-bbox="611 1845 896 1899"> <input type="checkbox"/> A magazine article I have written         </td> <td data-bbox="896 1845 1406 1899"></td> </tr> <tr> <td data-bbox="611 1899 896 1951"> <b>Other, please specify:</b> </td> <td data-bbox="896 1899 1406 1951"></td> </tr> </table> | <input type="checkbox"/> Referral from a friend, colleague or associate |  | <input type="checkbox"/> Via search engine |  | <input type="checkbox"/> From reading my one of my books |  | <input type="checkbox"/> A magazine article I have written |  | <b>Other, please specify:</b> |  |
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| <input type="checkbox"/> A magazine article I have written  |   |   |  |  |  |  |  |  |  |                               |  |
| <b>Other, please specify:</b>   |   |   |  |  |  |  |  |  |  |                               |  |