

design to sell

Description

Project

Client

Date

Contact #1

E-mail &
phone

Contact #2

E-mail &
phone

Goals

Primary

Secondary

Measurable
objectives

Market

Primary market

Characteristics

Attitudes

Secondary market

Characteristics

Attitudes

Deliverables and deadlines

Step 1

Date

Step 2

Date

Step 3

Date

Step 4

Date

Expectations

Resources,
specifications

Terms

Proofs and approvals

Corrections vs.
revisions

Other

Accepted by

Client signature

Date

Vendor

Date