

LAZY MAN'S ARBITRAGE

OUTSOURCER & CLIENT QUESTIONNAIRE

When you're ready to contact your potential providers, use this very brief template to get the best response rates as well as the best proof this outsourcer can come up with!

Outsourcer Template:

Hey!

My name is (Name) and I would like to use your services exclusively for my local client base. I am currently preparing some marketing material so I can advertise your services and would like it if you could send me some proof (screenshots, images, examples, testimonials, reviews etc) so I can add them into my material. I'm looking forward to it!

Client Questionnaire Tips & Examples:

A few things you need to know before you begin to ask client's questions is that there are three different types of questions. The types of questions are General, Specific and Invasive. All three types you need to utilize in order to get the best response out of your prospective client. Using Web Design as an example, here are some examples:

- General
 - How is business going? How's the website come into play?
 - Is there a color scheme you would like to use?
 - What do you like or dislike about your website?
 - What's your ultimate objective with your Website Redesign?
- Specific
 - Of everything I've asked you, what's the most important?
 - Have I missed anything that you feel is relevant?
 - What is your conversion ratio? Ballpark?
- Invasive
 - How long have you wanted to do a redesign?
 - How long has your website been performing this badly?