



CLIENT QUESTIONNAIRE EXAMPLE/TEMPLATE



Hey guys,

Thanks for subscribing to our email newsletter and for downloading our templates! A bunch of you guys have asked for a client questionnaire example/template so here it is!

Keep in mind that this is a generic questionnaire more specific for videographers. This is for general inquiries but we have other questionnaires for specific situations (ex. Weddings). Let us know if you're interested in other ones!

These questions have changed over time but for the most part has stayed the same. Of course, feel free to customize it as you feel fits.

We wrote an article on [6 Reasons Why You Should Send New Clients Questionnaires Before Meeting](#) and would suggest reading it to get a better idea on why you should send questionnaires, especially if you haven't implemented it in your workflow.

If you have any questions, feel free to reach out to me on [Instagram](#) and I'm always happy to help!

Thanks!

Jason

CLIENT QUESTIONNAIRE EXAMPLE/TEMPLATE:

- What are we going to be filming? (video concept/idea)
- What vibe are you trying to achieve with this project? (Fun/quirky, corporate, emotional, informative, other)
- Who is your target audience? (Who is the video speaking to?)
- What is your budget for this project? (ex. \$1,000, \$2,000, \$3,000+)
- What would you like to achieve with this video? (Gain new leads/clients, brand awareness, personal)
- Are there any example videos that you'd like us to reference (so we know what you have in mind)?
- How long would you like your video to be?
- Will the project require travel or will it be filmed locally and will a permit be required for the location?
- When and where will this video shoot take place?
- Where will this video be seen/distributed? (website, social media, television, other)
- When does this video need to be ready by?
- Any other special requests? (film style, slow motion, props, actors)?