



BRAND + BUSINESS DISCOVERY INTAKE

The Mac Method Co. × Jet Media

No corporate interrogation here. Give us the real version — what's working, what's messy, and what you want next.

1. THE QUICK HELLO

Start with the basics so we know who we're building for.

Business / Brand Name _____

Your Name + Role _____

Website _____

Social Handles _____

Best Email + Phone _____

How long have you been in business? _____

What do you sell / provide? _____

In one sentence, what do you want people to KNOW you for? _____

2. PICK YOUR MENU

Check anything you want to explore. No commitment — this is our consultation menu.

- | | |
|--|---|
| ☐ Brand strategy / brand refresh | ☐ Logo / visual identity |
| ☐ Social media strategy | ☐ Social media management |
| ☐ Content planning | ☐ Photo / video content |
| ☐ Commercial / promo video | ☐ Reels / short-form video |
| ☐ Website / landing page direction | ☐ Copywriting / messaging |
| ☐ Email marketing | ☐ Sales strategy / process |
| ☐ Promotions / campaigns | ☐ Launch strategy |
| ☐ Event marketing | ☐ Hospitality / restaurant marketing |
| ☐ Consulting / business problem-solving | ☐ Team sales / service training |
| ☐ Paid social / boosting | ☐ Other: _____ |

3. WHAT'S MAKING YOU SAY 'I NEED HELP'?

This part matters. Tell us where the business is stealing your time, energy, or sanity.

What feels most overwhelming in your business day to day? _____

- | | |
|--|--|
| ☐ I never know what to post | ☐ I'm doing everything myself |
| ☐ My brand feels inconsistent | ☐ We need more leads |
| ☐ We get leads but don't close enough | ☐ Sales have stalled |
| ☐ Our content doesn't look professional | ☐ I don't have time to create content |
| ☐ Our message is confusing | ☐ We need a stronger online presence |
| ☐ We need a launch / campaign plan | ☐ My team needs direction |
| ☐ I have ideas but no execution plan | ☐ Honestly... all of the above |

What task would you happily NEVER do again if we could take it off your plate? _____

What have you tried already that did NOT work? _____

4. YOUR BRAND PERSONALITY

If your brand walked into a party, who would it be?

Describe your brand in 3-5 words _____

- | | | |
|----------------------------------|---------------------------------------|---------------------------------------|
| ☐ Bold | ☐ Polished | ☐ Playful |
| ☐ Luxury | ☐ Approachable | ☐ Edgy |
| ☐ Classic | ☐ Modern | ☐ Southern |
| ☐ Minimal | ☐ Colorful | ☐ High-energy |
| ☐ Warm | ☐ Unexpected | ☐ Other: _____ |

What should your brand NEVER feel like? _____

Brands / accounts / businesses you love (and why) _____

Any colors, styles, words, trends, or visuals you absolutely love or hate? _____

5. YOUR PEOPLE

The best marketing gets specific.

Who is your dream customer / client? _____

Where are they located? _____

What problem are they trying to solve when they find you? _____

Why do your BEST customers choose you instead of someone else? _____

What objections do people usually have before buying / booking? _____

6. THE GOAL LINE

Let's define what 'this is working' actually looks like.

- | | | |
|--|---|---|
| ☐ More revenue | ☐ More qualified leads | ☐ More bookings |
| ☐ More foot traffic | ☐ Higher average sale | ☐ Better brand recognition |
| ☐ More followers / engagement | ☐ A stronger content library | ☐ A successful launch |
| ☐ More repeat customers | ☐ A clearer sales process | ☐ More time back in my day |

Top 3 goals for the next 90 days _____

If we absolutely crush this, what changes in your business 6-12 months from now?

Is there a revenue / booking / lead goal you're comfortable sharing? _____

7. CONTENT + MARKETING REALITY CHECK

What are you currently doing for marketing? _____

- | | | |
|------------------------------------|-----------------------------------|---------------------------------|
| ☐ Instagram | ☐ Facebook | ☐ TikTok |
| ☐ LinkedIn | ☐ Email | ☐ Google |

☐ Website / SEO

☐ Print

☐ Networking

☐ Events

☐ Paid Ads

☐ Basically winging it

How often are you currently posting / marketing? _____

What type of content performs best for you? _____

Do you already have usable photos / video / brand assets? ☐ Yes ☐ Some ☐ Not really

Are you comfortable being on camera? ☐ Love it ☐ I can do it ☐ Please do not make me

Who currently approves marketing / content? _____

Any upcoming launches, events, busy seasons, deadlines, or promotions? _____

8. SALES + CUSTOMER EXPERIENCE

How do new customers currently find you? _____

What happens from first inquiry to sale / booking? _____

Where do you think people drop off? _____

What's your strongest seller / most profitable service? _____

What do you WISH you sold more of? _____

What do customers compliment you on most? _____

9. BUDGET, TIMING + WORKING TOGETHER

No awkwardness — this helps us recommend something realistic instead of pitching you the moon.

☐ Under \$500

☐ \$500-\$1,000

☐ \$1,000-\$2,500

☐ \$2,500-\$5,000

☐ \$5,000+

☐ I need help figuring out the right investment

Ideal start date / deadline _____

☐ One-time project

☐ Monthly support

☐ Campaign / launch

☐ Content day

☐ Strategy + roadmap

☐ Not sure — recommend what makes sense

Who is involved in the final decision? _____

Anything we should know about approvals, brand rules, legal/compliance, or limitations? _____

10. THE FUN STUFF

A few questions that usually tell us more than a 40-page brand deck.

If your brand had a celebrity spokesperson, who would it be? _____

If your brand had a theme song, what would play? _____

What's one 'wild idea' you've wanted to try but haven't? _____

Finish this sentence: 'I'll know hiring The Mac Method + Jet Media was worth it when...'

What did we NOT ask that you really want us to know? _____

READY TO MAKE SOME NOISE?

Strategy with soul. Results that last. | Creative powered by Jet Media.