

CLIENT INTAKE FORM

Stockbridge Creative Co.

Fill this in and send it back through Etsy Messages. Nothing here is a trick question — if you don't know an answer, write "not sure" and we'll work it out together.

BUSINESS BASICS

Business name — exactly as it should appear everywhere

One spelling. Decide now whether it's "and" or "&" — this sets your logo, signs, and Google listing.

Is your name spelled differently anywhere right now?

Facebook page, truck, old logo, invoices. List anything that doesn't match the line above — we'll pick one.

Your name

Phone

Email

What year did you start the business?

Exact year, please. It goes in your Google listing and your service descriptions, and it's a nuisance to correct later.

WHERE YOU WORK

City or town you're based in

Areas you serve

List the towns or neighborhoods you'll actually drive to.

Do you work from a location customers visit?

This changes how your Google listing is set up.

☐ Yes — storefront/shop ☐ No — I go to them ☐ Both

WHAT YOU DO

List your services

Everything you offer, even the occasional stuff. Don't worry about wording.

Who's your typical customer?

What makes you different from your competitors?

Plain answers are the best ones here. "We answer the phone" beats anything fancy.

ONLINE PRESENCE

Do you have a website?

☐ Yes ☐ No ☐ Building one

If yes, the address

Facebook, Instagram, or other pages

Paste the links or just the page names.

BRAND DIRECTION

Do you have a tagline?

☐ Yes, I have one ☐ No — send me options ☐ Not sure

If you have one, write it here

LOOK AND FEEL

Color preferences

Specific colors, a general direction, or "your call" — all fine answers.

Any brand whose look you like?

Doesn't have to be your industry. Naming one helps more than describing one.

Anything you definitely don't want?

Styles, colors, imagery. Knowing what to avoid is as useful as knowing what to aim for.

Existing brand materials you can send

Old logo, truck photos, shirts, business cards — even if you hate them. Especially if you hate them.

GOOGLE BUSINESS PROFILE

Do you already have a Google Business Profile?

"Not sure" is common and completely fine — I'll check before creating anything.

☐

Yes

☐

No

☐

Not sure

Which Google account should it go under?

A Gmail address you can actually log into. Please confirm you can sign in before sending this back.

Your business hours

Include seasonal changes if your hours shift through the year.

ANYTHING ELSE

What else should I know?

Deadlines, a season you're racing, something you've always wanted your business to look like. Anything at all.