

BE PREPARED!

GCI understands the value of time. Once it's gone... well, it's gone! To ensure everyone's time is used effectively, read on and get thinking about these talking points which are oh-so crucial to a great first visit with our team.

Your first hour with GCI is free. We call this our client interview; it's where we talk and get to know each other a bit. Chances are that GCI will be able to help you with any advertising project you have. But if we can't, we'll let you know who can. That's just the kind of people we are.

In order for GCI to develop strategies and communications for a tangible return on your investment we need to know what your business is, and where you'd like it to go. If you're a duck, we'll help you get quacking. If you're a dog we'll give you a bark. But you won't have any barking ducks... that's just weird.

There's just so much we want to know!

What kind of business do you run? Who's your ideal customer? What specific challenges does your business face? Are you looking to break out and try new things with your advertising?

We need to know your competition, too! We research your competition independently, but your thoughts and resources on the subject provide a valuable starting point! Do you have examples of their advertising for us to look at? What do you think about the advertising they're doing?

Give some thought to how much you have to spend on your project(s) before our meeting. Remember that advertising is an investment in your business today for higher profits tomorrow. Don't be shy about putting your budget out there. We haven't stayed in business for 30 years by bullying our clients out of their lunch money. A firm number from you will help us to focus in on your priorities, and ensure delivery of the best solution to maximize your marketing investment and boost your profits. Like the hokey-pokey, that's what it's all about!

Last, and most important, we need to know what **you** like. Are there certain ad campaigns or companies you really admire? Hilarious, poignant, moving, or beautiful websites and ads that really strike your fancy? Whatever the source of inspiration, GCI will make sure the delivery is unique to you, and serves your bottom line.

Head spinning? You're ready.

These are the major talking points to ensure our first hour of conversation is productive. If you have some answers to these questions, and questions to ask us in return, consider yourself prepared and get in touch!

You're an expert in your field, just as we're experts in ours. Together greatness becomes not merely possible, but likely.

Call us: 360-786-9657 or email us: theteam@gciad.com

I'M READY TO TALK ABOUT MY

- company image
- goals
- risk style
- fave ads and websites
- competition
- budget



everything advertising!
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