M³ | Market Mind Media

TORONTO W

02 / PREPARE THE QUOTE

Prepare your quote request.

Project lead

Quotes needed by

Give each agency the same brief. Ask it to identify assumptions, exclusions and recurring costs

☐ 06 **Homepage message**
Draft your headline and main button. Add one reason a new customer should trust you.

☐ 07 **Assets and approvals**
Who supplies copy and photos? Who enters the content and gives final approval?

☐ 08 **Design references**
Name a site you like and the part you would borrow. What should yours do differently?

☐ 09 **Budget and timing**
Give your range in CAD, the costs it must cover and what makes your launch date important.