Welcome to Required Marketing Group

A practical guide to preparing for your project, reviewing work and keeping decisions clear.



WHERE YOUR BUSINESS COMES TO LIFE!

01 / CLIENT WELCOME KIT

Working together on your project

Your business priorities

Tell us what the project should achieve, who it serves and which customer action matters.

Your starting materials

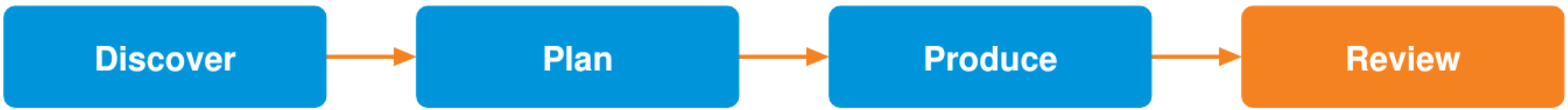
Share current brand files, content and relevant systems so the scope can be discussed clearly.

Your agreed scope

The approved proposal or agreement defines deliverables, fees, revisions, timing and responsibilities.

02 / CLIENT WELCOME KIT

A project process to confirm at kickoff



Understand the need.

Agree on the scope.

Create the agreed work.

Approve and plan handoff.

The specific steps and dates depend on the services in your approved project scope.

03 / CLIENT WELCOME KIT

Your kickoff information

01 Project contacts

Name the main project contact and final approver.

02 Goal and priorities

Record the main objective and any important launch dependencies.

03 Materials and access

Identify what is ready, what is missing and who will provide it.

Type your answers in the fields, then save a copy. You can also print this worksheet.

Communication and decisions

Topic	What to agree	Your project record
Project communication	Preferred channel and main contact	Record the agreed contact details
Progress updates	Milestones and update cadence	Keep dates in the shared plan
Feedback	Who consolidates comments	Send one clear set per review
Scope changes	How changes are reviewed and approved	Confirm impacts before extra work

Reviewing and approving work

Review the full draft	Check copy, business details, imagery and the intended customer action.
Give specific feedback	Reference the page or version, explain the concern and identify the requested change.
Confirm approval	Identify the approved version. Discuss any effect on costs or dates before changing approved work.

06 / CLIENT WELCOME KIT

Handoff and the next review

01 Delivery checklist

List the final files, access and instructions included in scope.

02 Ongoing responsibilities

Record who maintains the work and what support, if any, was agreed.

03 Next conversation

Choose the next review date and the outcomes you want to discuss.

Type your answers in the fields, then save a copy. You can also print this worksheet.

YOUR NEXT STEP

Let us help with your next step

We look forward to learning about your business. Contact Required Marketing Group with your project questions, priorities and available materials.



Request a consultation

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