

**CLIENT QUESTIONNAIRE**

Dear Joe,

Please use this questionnaire to give us the information we need to craft a brilliant, custom-tailored speech for you. Bear in mind that we never use pre-existing templates or “stock” speeches to create our clients’ scripts; so the more information — and the more ***detailed*** the information — you give us, the more unique, personalized, and effective your speech will be.

In filling in those questions that ask for written answers, ***please be as complete and as detailed as possible***. And don’t worry a bit about your own writing skills: That’s ***our*** job. All we need from you are the “facts,” in your own words, in any style you care to use — complete sentences, bullet-points, whatever you’re most comfortable with.

By following these important guidelines, you’ll avoid the need for us to contact you for further details or information, and thus avoid the added cost that such communications entail. You may use or add another sheet as necessary.

|  |
| --- |
| **1. To what size group will the speech be delivered?**  Large (100+ people), Medium (50 to 100 people), Small (25 to 50 people), Intimate (1 to 25 people) |
| **2. The speech will be delivered to a group made up of mostly?** (Family, Friends, Colleagues, Business Associates, Employees, Clients, Media, Invited Guests, Crowd, Specific Ethnic Group, Children, Congregation, Teenagers, or other) |
| **3. Where will the event be held?**  **Video conference** |
| **4. What kind of speech do you want?**  (Funny, Sentimental Heartwarming, Informative, Informative, Poetic, Serious, Dramatic, Storytelling, Professional presentation, Combination of one or more styles) |

|  |
| --- |
| **5. Is there a key person(s) to whom the speech will be given? Tell us their name(s) and a little about his/her personality. Me (Joe Lukenda) I think I am a straightforward, no nonsense manager who is fair, reasonable and cares a lot about my employee’s health and their safety.** |
| **6. Please share information about events or memories you have together that you would like mentioned in the speech. The death of one of our Captains from complications from the Covid-19 virus.** |
| **7. What do you want your audience to think or feel as a result of experiencing your presentation? That we need to learn to coexist with the virus until a vaccine or treatment is available.** |
| **8. Is there an action that you would like your audience to take as a result of experiencing your presentation? That they need to take this virus seriously because it is a life and death issue.** |
| **9. What is your deadline for delivering the speech? Monday** |
| 10. Finally, please provide your speechwriter with any additional information you would like to have included in your speech. Include all information you feel is essential to your speech.  I will be talking to a group of tugboat captains who each manages a crew of 7 other employees.  They each work and live together on tugboats that are somewhat confined for two weeks at a time. So, every two weeks they leave their family homes, family, friends, and other loved ones to join their work family for two weeks.  I need them to learn and understand that we all must coexist with Covid-19 for the time being and the only way is using best practices of wearing a mask and other PPE when they cannot socially distance from each other. I want to mention their personal freedoms of not wearing a mask vs. the actual safety of wearing one. That they are not indestructible. The need to understand that although they don’t wear a mask in their family home and that because each member of their crew come from all over the country they have no idea who may have come in contact without their knowledge so they should wear PPE. Our employees are subject to temperature checks before they can board the tug in addition to a pre-assessment form. Once aboard for their two-week tour they do a temperature check daily but its not enough to not wear PPE when an occasion arrives when they cannot socially distance. Even with the death of one of our captains and others getting very sick they still will not comprehend the necessity to wear a mask because nothing has happened to them yet.  I fully understand that I can simply create policy with a disciplinary action for not complying, however I would first prefer to make this a commonsense issue treating them like adults.  My overall message is to convince our captains everything I wrote above and for them to pass that sentiment on to their crews in agreement and not in a direct order to wear PPE. |