

Social Profit Media - Onboarding

PART 1 - Intake Form

(1) “Your Story” - Video

- [Click this link](#) to open the google docs with all the questions around your story
- On Loom, go over each question and add as much information, detail, and context as you can. (Video should be anywhere from 20 - 30+min)
- Submit the link to the loom/video in the typeform below (Question 2)

(2) IP Extraction Worksheet

- [Click this link](#) to open the google docs with all the questions
- Create a copy of the document & name it “IP Extraction - *insert your name*”
- Take 30-45 min to fill out the document with as much information as you can.
- Submit the document in the typeform below (Question 3)

(3) Client Avatar

- Fill out the remaining typeform questions with as much detail / knowledge as you have, which allows us to create content that resonates with your target audience
- There might be some overlap with answers given in step 1 / 2, but that’s perfectly fine

PART 2 - Tech Intake