

Publishing, Digital Assets & Solutions Consulting

Ideas. Information. Assets. Solutions.

Use this form to tell us what you are creating, publishing, researching, funding, improving, or trying to solve. Your answers help MCM recommend the right service scope and prepare an accurate quote without unnecessary back-and-forth.

PROJECT-SPECIFIC CONSULTING

This service is designed for focused client projects outside ongoing MCM membership support. It may include publishing, editorial development, research, funding/opportunity support, digital-asset creation, strategy, or solution sourcing. Submitting this form does not create a contract or guarantee project acceptance.

1 Client Information

Full name *

Business / organization / brand *

Email address *

Phone / WhatsApp

Country / location *

Website / primary platform

Primary decision-maker (if different)

Social / publication / channel links

2 What Do You Need Help With?

Select all that apply

- | | | |
|--|--|---|
| ☐ Book / manuscript development | ☐ Editing / proofreading | ☐ Book / e-book formatting |
| ☐ Workbook / journal / guide | ☐ Blog / article development | ☐ Newsletter / editorial content |
| ☐ Research / fact-checking | ☐ Case study / report / profile | ☐ Grant / funding research |
| ☐ Grant application support | ☐ Program / proposal narrative | ☐ Digital product / resource |
| ☐ Toolkit / template / worksheet | ☐ Directory / database / resource library | ☐ Business / ecosystem strategy |
| ☐ Content / monetization strategy | ☐ Solution / vendor / platform sourcing | ☐ Opportunity research |
| ☐ Proposal / pitch materials | ☐ Launch / promotion support | ☐ Consultation / problem solving |

3 Project Definition

In one or two sentences, what are you trying to create, improve, publish, find, or solve? *

Who is the intended audience, reader, customer, funder, or stakeholder? *

What result should this project help produce? *

- | | | |
|--|---|--|
| ☐ Publish a finished asset | ☐ Improve an existing asset | ☐ Prepare for funding |
| ☐ Find relevant opportunities | ☐ Develop a strategic plan | ☐ Create a sellable digital product |
| ☐ Package expertise / IP | ☐ Strengthen authority / credibility | ☐ Support a launch / campaign |
| ☐ Solve a business problem | ☐ Research options / vendors / tools | ☐ Other |

What would you like MCM to hand back to you when the project is complete? *

4 Current Stage

- | | |
|---|---|
| ☐ Idea only | ☐ Outline / concept exists |
| ☐ Early draft | ☐ Partial draft / materials |
| ☐ Complete draft needs editing | ☐ Nearly publication-ready |
| ☐ Existing asset needs improvement | ☐ Research needed before development |
| ☐ Funding opportunity already identified | ☐ Not sure - need consultation first |

Briefly describe what already exists and what is missing

5 Materials & Assets Available

- | | | |
|---|---|---|
| ☐ Manuscript / draft | ☐ Outline / table of contents | ☐ Research / citations |
| ☐ Brand guide / logo | ☐ Photos / illustrations | ☐ Charts / data |
| ☐ Existing website / blog | ☐ Previous content | ☐ Grant guidelines / RFP |
| ☐ Program description | ☐ Budget / financial information | ☐ Organization documents |
| ☐ Testimonials / case examples | ☐ Audio / video / transcripts | ☐ Templates / existing resources |
| ☐ Starting from scratch | | |

Links, files, folders, or references MCM should review

6 Publishing & Editorial Scope

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|---|--|--|
| ☐ Developmental editing | ☐ Copyediting | ☐ Proofreading |
| ☐ Structural / content review | ☐ Fact-checking / source review | ☐ Citation / reference organization |
| ☐ Ghostwriting / co-writing | ☐ Interview-to-story development | ☐ Book interior formatting |
| ☐ E-book formatting | ☐ Cover coordination / direction | ☐ Publishing pathway guidance |
| ☐ ISBN / platform research | ☐ Blog / article publishing support | ☐ Author / contributor bio |
| ☐ Product / back-cover description | ☐ Launch copy / press materials | ☐ Companion workbook / resources |

Approx. word / page count (if known)

Approx. number of assets / articles / pieces

Preferred publication / delivery format(s)

- | | | | |
|---|--|---|---|
| ☐ Print-ready PDF | ☐ E-book / EPUB | ☐ Website / blog | ☐ Downloadable PDF |
| ☐ Workbook / journal | ☐ Report / proposal | ☐ Editable source file | ☐ Not sure - recommend |

AI-assisted workflow preference (if applicable)

- | | | |
|---|---|---|
| ☐ Allowed where useful | ☐ Allowed only with review | ☐ Human-led / minimal AI |
| ☐ Do not use AI for this project | ☐ Not sure - discuss with me | |

7 Digital Assets & Knowledge Products

- | | | |
|--|---|--|
| ☐ E-book / digital guide | ☐ Workbook / worksheet | ☐ Template / checklist |
| ☐ Training resource | ☐ Resource library | ☐ Directory / database |
| ☐ Course / lesson materials | ☐ Lead magnet / download | ☐ Research brief / report |
| ☐ Presentation / deck content | ☐ FAQ / knowledge base | ☐ Policy / process guide |
| ☐ Client onboarding resource | ☐ Membership resource | ☐ Content repurposing package |
| ☐ Other | | |

Describe the asset, how it will be used, and whether it will be sold, licensed, shared privately, or offered free

8 Research, Funding & Opportunity Support

- | | | |
|---|---|---|
| ☐ Grant / funding opportunity research | ☐ Eligibility screening | ☐ Funding-readiness review |
| ☐ Grant narrative support | ☐ Program / project description | ☐ Goals / outcomes / impact language |
| ☐ Budget narrative support | ☐ Application checklist / organization | ☐ Research citations / evidence |
| ☐ Corporate / foundation research | ☐ Sponsorship / partnership research | ☐ RFP / proposal support |
| ☐ Scholarship / fellowship research | ☐ Government / nonprofit resource research | ☐ Reporting / follow-up structure |
| ☐ Other | | |

If an opportunity is already identified, provide the name, link, deadline, and amount

If opportunities must be sourced, describe the project, location served, population, sector, and amount sought

FUNDING SUPPORT NOTE

MCM provides research, development, informational, and application-support services. We do not guarantee eligibility, selection, funding, awards, or third-party decisions. Legal, tax, accounting, or regulated financial matters may require an appropriately licensed professional.

9 Strategy & Solution Sourcing

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|---|--|---|
| ☐ Business / program strategy | ☐ 8 Circles / ecosystem mapping | ☐ Offer / service structure |
| ☐ Digital product strategy | ☐ Content activation / repurposing | ☐ Monetization pathways |
| ☐ Customer / audience journey | ☐ Platform / software research | ☐ Vendor / service-provider research |
| ☐ Publishing platform research | ☐ Marketing / promotion strategy | ☐ Media / visibility strategy |
| ☐ Resource / tool sourcing | ☐ Partnership / collaboration ideas | ☐ Workflow / process recommendations |
| ☐ Other | | |

What decision, challenge, or solution do you want this consulting work to clarify?

10 Level of Support

- | | |
|---|---|
| ☐ Consultation only | ☐ Research + recommendations |
| ☐ Done-with-you support | ☐ Done-for-you development |
| ☐ Editing / revision only | ☐ Full asset / publication development |
| ☐ Strategy + implementation plan | ☐ Launch / promotional activation |
| ☐ Ongoing project support | ☐ Not sure - recommend |

Preferred working style / level of involvement

11 Promotion & Activation Add-Ons

- | | | |
|--|--|--|
| ☐ Launch strategy | ☐ Press release | ☐ Blog / article companion |
| ☐ Newsletter content | ☐ Social media graphics | ☐ Short-form promo video |
| ☐ YouTube content / channel support | ☐ Podcast companion content | ☐ Media kit / one-sheet |
| ☐ Advertising creative / copy | ☐ BrandShare / collaboration support | ☐ Website / landing-page support |
| ☐ Email campaign | ☐ Media outreach / placement research | ☐ Custom soundtrack / music support |
| ☐ Other | | |

Where should this work ultimately live or be used?

- | | | | |
|---|--|---|--|
| ☐ Website | ☐ Book retailer / marketplace | ☐ Direct sales | ☐ Email / newsletter |
| ☐ YouTube | ☐ Social media | ☐ Membership / community | ☐ Grant / funder portal |
| ☐ Events / workshops | ☐ Internal use | ☐ Client-facing resource | ☐ Media / press |

12 Rights, Sources & Permissions

- | | |
|---|--|
| ☐ Submitted material is owned / authorized | ☐ Third-party content is involved |
| ☐ Quotes / research sources are involved | ☐ Client images / testimonials are involved |
| ☐ Contributors / co-authors are involved | ☐ Permissions / releases are needed |
| ☐ Commercial-use rights are important | ☐ Need guidance on licensing / permissions |

List any third-party material, contributors, permissions, attribution, confidentiality, or rights concerns

13 Budget & Quote Planning

Estimated project budget range *

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|--|--------------------------------------|--|---|
| ☐ Under \$250 | ☐ \$250-\$499 | ☐ \$500-\$999 | ☐ \$1,000-\$2,499 |
| ☐ \$2,500-\$4,999 | ☐ \$5,000+ | ☐ Need recommendation | ☐ Phased development preferred |

Is the budget fixed, flexible, or still being determined?

Preferred completion / launch date *

Is this date flexible?

If tied to a grant deadline, event, class, campaign, publication date, product launch, or other deadline, explain

Project timing

- | | |
|--|--|
| ☐ Standard timeline is fine | ☐ Time-sensitive / priority |
| ☐ Rush turnaround requested | ☐ Phased delivery is acceptable |

QUOTE PLANNING

Final pricing is based on confirmed scope, research depth, writing/editing requirements, formatting, number of deliverables, rights/permissions, deadlines, revisions, third-party costs, and selected add-ons. Any external platform, printing, filing, media, advertising, or vendor fees are quoted or approved separately.

14 Success & Decision Criteria

Six months after completion, what would make you say this project worked? *

What are the three most important outcomes or non-negotiables? *

Who must approve the work before completion?

15 How Did You Hear About MCM?

- | | | | | |
|--|--|---|--|---------------------------------------|
| ☐ Referral | ☐ YouTube | ☐ Podcast | ☐ Google / search | ☐ Social media |
| ☐ The Calm Collective | ☐ 8 Circles Framework | ☐ Existing client / member | ☐ Event / media | ☐ Other |

16 Final Project Notes

Anything else we should know before preparing your recommendation or quote?

Questions you want MCM to address in the quote or consultation

17 Client Acknowledgment

Please review each statement before submitting. These acknowledgments help establish a clear, professional starting point for project scoping.

- ☐ I understand this form is a request for a quote and does not create a contract or guarantee project acceptance.
- ☐ I understand final pricing depends on confirmed scope, research depth, word/page count, revisions, formatting, deadlines, rights, and add-ons.
- ☐ I understand MCM does not guarantee funding, publishing, platform, media, vendor, sales, revenue, or other third-party outcomes.
- ☐ I confirm that information and materials I provide are accurate to the best of my knowledge and I will identify third-party rights or permissions.
- ☐ I understand timelines depend on timely delivery of materials, approvals, access, payments, and feedback.
- ☐ I understand additional work outside the approved scope may require a revised quote or written approval before proceeding.

Name / authorized representative *

Date *

Signature (type full name as electronic acknowledgment) *

18 Next Step

WHAT HAPPENS NEXT

MCM will review your submission and determine the most appropriate next step: consultation, focused service scope, phased project plan, research engagement, or custom quote. Final deliverables, timing, revisions, responsibilities, pricing, and payment terms are confirmed in writing before work begins.

Thank you for considering Coach Ministry.

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