

Perfect Order Checklist

How to set your promotional product orders up for success

One of the biggest challenges in ordering promotional products is thinking through the details that can make or break a custom project. Laying out a game plan for success helps us outline our project and assure we have essential questions answered up front and early. Consequentially, idea generation and order processing become easier and can lead to lower cost, more accurate timing, and better results for your promotional product projects.

1 Desired Result

What do we want to happen as a result of this project (draw traffic, incentivize behavior, generate sales)? Who is our target audience for the project?

2 Product Type

What is the best fit product for your intended purpose (bag, t-shirt, pen)?

3 Quantity

How many pieces do we need to get the job done? Are we comfortable going over / under our required quantity?

4 Budget

How much are we willing to spend on the project (product, set up, freight)?

5 Item Color

What color(s) should we use for our product selection (brand specific, or unique to this project)?

6 Decoration

What design and how many colors will we use to decorate our selection (logo, tagline, call to action)?

7 In-Hands Date

When would we like to have the final product and what is the absolute last day we can receive it?

8 Ship-To Location

Where do we need my project delivered? Should we ship to more than one location?

9 Packaging Requirements

Do we need to group multiple products together (fulfillment), uniquely package our selection, or ship them in convenient packaging?

10 Notes

What else would make our project a success?

