

Questionnaire

I have prepared a couple of questions, which will help me understand you better, e.g., what you value most and what resources I can consult when working for you. Please answer as many as possible, so that I can meet your expectations.

1. In one or two paragraphs, summarize the most important aspects about your company and the goods/services you offer.
2. What international and national websites can I use for reference?
3. What are the major products/services you offer?
4. Who are your customers? Who is your audience/target group, and in which markets?
5. Who are your three major competitors?
6. Which three points are most important to you in any of your texts?
7. Do you have an internal style guide or TOV document?
8. Are any other language or style rules available?
9. Can you supply particularly successful or off-putting sample texts?
10. Are you on first-name terms with your customers, that is, do you use a formal or informal form of address?
11. Do you use gender-neutral language? If so, what style?
12. Are there bilingual texts or translation memories (TM) that I should use/follow?
13. Do you have monolingual or multilingual glossaries?
14. Who can answer queries I might have?
15. What else is important to you?