

SCHOOLHOUSE STUDIO

# Client Intake Questionnaire

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Website Design for Homeschool Educators & Curriculum  
Creators

COMPLETE BEFORE YOUR KICKOFF CALL

Return to: [hello@schoolhousestudio.com](mailto:hello@schoolhousestudio.com)



# Welcome!

Thank you for choosing Schoolhouse Studio! This questionnaire helps us get to know you, your teaching practice, and your vision before we begin building your website.

Please complete it as thoroughly as possible. **There are no wrong answers** — the more detail you share, the better your site will reflect who you are and attract the families you love working with.



**Time needed:** About 20–30 minutes



**When to submit:** At least 48 hours before your kickoff call



**Email to:** [hello@schoolhousestudio.com](mailto:hello@schoolhousestudio.com)

## SECTION 1

About You

## SECTION 2

Services & Offerings

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Brand & Style

## SECTION 5

Your Content

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Technical & Goals



# About You

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1. Full name

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2. Business / practice name (if different from your name)

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3. Your location (city, state)

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4. Email address

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5. How would you describe what you do in one sentence?

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6. How long have you been homeschooling or working in the homeschool space?

☐ Just getting started (less than 1 year)

☐ 1–3 years

☐ 3–5 years

☐ 5+ years

7. What is your teaching background or credentials? (degrees, certifications, co-op experience, etc.)

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**8. What services or programs do you offer? (Check all that apply)**

- ☐ One-on-one tutoring
- ☐ Small group classes (in-person)
- ☐ Online classes / virtual tutoring
- ☐ Co-op classes
- ☐ Curriculum consulting / coaching
- ☐ Curriculum or resource creation (digital products)
- ☐ Homeschool coaching for parents
- ☐ Other: \_\_\_\_\_

**9. What subjects or age groups do you specialize in?**

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**10. What are your current prices or pricing ranges?**

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**11. Do you offer packages, memberships, or recurring programs?**

- ☐ Yes — please describe: \_\_\_\_\_
- ☐ Not yet, but I'd like to
- ☐ No

**12. Where do you currently take bookings or inquiries?**

- ☐ Email only
- ☐ A booking tool (Calendly, Acuity, etc.) — \_\_\_\_\_ which?
- ☐ Social media DMs
- ☐ I don't have a system yet



## Your Audience

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**13. Who is your ideal client? Describe the family you most love working with:**

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**14. What grade levels / ages do you primarily serve?**

- ☐ Pre-K / Kindergarten
- ☐ Elementary (1st–5th)
- ☐ Middle School (6th–8th)
- ☐ High School (9th–12th)
- ☐ Mixed ages / all levels

**15. Are your clients primarily:**

- ☐ New to homeschooling (need guidance)
- ☐ Experienced homeschoolers (know what they want)
- ☐ Mix of both

**16. What is the biggest problem your clients have when they find you?**

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**17. What transformation do families experience after working with you?**

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18. How would you describe your teaching style or philosophy in 3 words?

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19. What feeling do you want visitors to get when they land on your website?

- ☐ Warm and welcoming
- ☐ Professional and credible
- ☐ Creative and inspiring
- ☐ Calm and reassuring
- ☐ Fun and energetic
- ☐ Other: \_\_\_\_\_

20. Do you have an existing brand (logo, colors, fonts)?

- ☐ Yes — I'll attach my logo and brand guidelines
- ☐ I have a logo but no formal guidelines
- ☐ I have color preferences but no logo
- ☐ Starting from scratch — I'd love your input

21. If you have color preferences, list them here:

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22. Share 2–3 websites you love the look of (any industry is fine):

Site 1:

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Site 2:

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Site 3:

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23. Are there any colors, styles, or design choices you absolutely do NOT want?

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**24. Do you have photos of yourself you'd like to use?**

- ☐ Yes — I'll send professional headshots
- ☐ Yes — I have casual/candid photos that work
- ☐ I have a few phone photos
- ☐ No photos yet — I'll need stock photos or need to take some

**25. Do you have testimonials from past clients?**

- ☐ Yes — I'll provide them
- ☐ I have some but haven't collected them formally
- ☐ No, I'm just getting started

**26. Do you have written copy (text) ready for your site, or do you need help?**

- ☐ I have most of it written
- ☐ I have rough notes — I'll need help polishing
- ☐ I'll need copy written for me (Legacy package includes this)

**27. Do you plan to blog or share resources on your site?**

- ☐ Yes — regularly
- ☐ Occasionally
- ☐ No

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## Technical Details

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28. Do you already have a domain name (e.g. mrssmith-tutoring.com)?

- ☐ Yes: \_\_\_\_\_
- ☐ No — I'll need help choosing one
- ☐ I'm not sure

29. Do you have an existing website that we're replacing?

- ☐ Yes: \_\_\_\_\_
- ☐ No, this is brand new

30. Do you use any tools you'd like integrated into the site? (Check all that apply)

- ☐ Email newsletter (Mailchimp, ConvertKit, etc.) \_\_\_\_\_  
— which?
- ☐ Booking / scheduling (Calendly, Acuity, etc.) \_\_\_\_\_  
— which?
- ☐ Payment (PayPal, Stripe, etc.) — \_\_\_\_\_  
which?
- ☐ Facebook Pixel / Google Analytics
- ☐ Other: \_\_\_\_\_

31. Which package have you selected?

- ☐ Seed — \$699 (3 pages, 5–7 day turnaround)
- ☐ Growth — \$1,299 (6 pages, 7–10 days)
- ☐ Legacy — \$2,499 (10 pages, 10–14 days)

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## Goals & Anything Else

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32. What is the #1 goal for your new website?

- ☐ Get more inquiries / bookings
- ☐ Build credibility and look professional
- ☐ Sell digital products or curriculum
- ☐ Grow my email list
- ☐ All of the above

33. Is there a launch deadline or date we should know about?

\_\_\_\_\_

34. Is there anything else about your practice, your clients, or your vision that would help us build the perfect site for you?

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# You're All Set!

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Thank you for completing this questionnaire! We'll review your answers before your kickoff call and come prepared with ideas, inspiration, and a clear plan for your site.

## NEXT STEPS

✓ Email this completed form to **hello@schoolhousestudio.com**

📎 Attach any logos, photos, or brand files you have

📅 We'll confirm your kickoff call time within 24 hours