

Master Onboarding Profile Framework

Comprehensive Questionnaire Reference Directory Across All Verticals

This document consolidates all ten specialized profile questionnaire modules into a single, unified master directory. Designed for platform architects, directory managers, advertising networks, talent onboarders, and community leaders, these standardized field sets enable thorough, high-quality data collection.

FRAMEWORK DIRECTORY

1. Podcaster Profile Module	Audio Shows, Guests & Audiences
2. Digital Creator & Influencer Module	Social Reach, Demographics & Partnerships
3. Independent Media & Journalism Module	Editorial Standards, Reach & Ethics
4. Music Artist & Producer Module	Sound Identity, Releases & Live Tech
5. Pastor & Ministry Leader Module	Theology, Preaching Style & Experience
6. Local Church & Organization Module	Services, Doctrine & Community Focus
7. Clergy, Minister & Speaker Module	Pulpit Supply, Keynotes & Travel Logistics
8. Enterprise & Local Business Module	B2B/B2C Services, Trust Signals & Operations
9. Radio & TV Station Module	Physical & Web Broadcasting, Reach & Tech
10. Denomination & Church Network Module	Governance, Confession & Global Footprint

1. PODCASTER PROFILE MODULE

AUDIO / MEDIA

1. Basic Show Metadata & Concept

- **Podcast Name:** What is the official title of your show?
- **Tagline / One-Liner:** How do you describe your podcast in 10 words or fewer?
- **Primary Category & Niche:** What core category does your show fall under, and what is your specific niche?
- **Show Format:** What format do you use? *(Options: Solo, Co-hosted, Interview, Panel, Narrative/Storytelling)*
- **Release Schedule & Episode Length:** How often do you publish new episodes, and what is your average runtime?

2. Host Identity & Voice

- **Host Name(s) & Bio:** Who is behind the mic? Briefly describe your background, expertise, and what drove you to launch this show.
- **On-Air Vibe:** How would you describe the tone of your show? (*Options: Conversational & Relaxed, Fast-Paced & Energetic, Deep-Dive & Academic, Humorous, Inspirational*)
- **Signature Question or Segment:** Do you have a recurring segment, icebreaker, or staple question you ask every guest?

3. Audience & Reach

- **Target Listener Profile:** Who is your ideal listener? Describe their background, interests, and pain points.
- **Average Downloads / Monthly Audience:** What is your typical download count per episode within the first 30 days?
- **Top Geographic Regions:** Where are the majority of your listeners located?
- **Primary Platforms:** Where is your community most active? (*e.g., Apple Podcasts, Spotify, YouTube, Patreon, Discord*)

4. Guest Matching & Interview Preferences

- **Ideal Guest Profile:** Who makes a dream guest for your show? What specific expertise or stories are you looking for?
- **Guest Requirements:** Do guests need a minimum audience reach, specific credentials, or high-end recording equipment?
- **Recording Workflow:** What platform do you use to record (*e.g., Riverside, Zencastr, Descript*), and how long are recording sessions?
- **Cross-Promotion Expectation:** What do you expect from guests regarding social media promotion or email list sharing upon release?

5. Promotional & Business Information

- **Sponsorship & Ad Status:** Are you currently open to brand sponsorships, affiliate partnerships, or programmatic ads?
- **Guest Appearance Availability:** Is the host open to being interviewed on other podcasts as a guest? What topics can they speak on?
- **Social Links & Portfolio:** Where can people stream the show and view your top 3 standout episodes?

1. Creator Identity & Niche

- **Creator / Display Name:** What name do you go by across your channels?
- **Primary Niche & Content Categories:** What core subjects do you create content about? (e.g., *Beauty, Fashion, Tech, Gaming, Fitness, Travel, Lifestyle*)
- **Content Vibe / Tone:** How do you describe your creator persona? (e.g., *Aesthetic & Minimalist, High-Energy & Edgy, Educational & Informative, Comedy & Relatable*)
- **Bio / Elevator Pitch:** Provide a 2–3 sentence overview of who you are, what you build, and why followers love your page.

2. Connected Platforms & Social Reach

- **Primary Platform:** Which platform is your primary focus? (Options: *Instagram, TikTok, YouTube, X, Twitch, Pinterest, LinkedIn*)
- **Connected Handles & Follower Counts:** Provide handles/URLs and subscriber counts for all active platforms.
- **Content Formats:** What types of media do you regularly produce? (Options: *Instagram Reels, TikTok Videos, YouTube Long-form, YouTube Shorts, Blog Posts, Live Streams*)

3. Audience Demographics & Engagement

- **Target Audience Age & Gender Split:** What are your top demographic segments according to your channel analytics?
- **Top Geographic Locations:** What are the top 3 countries and cities where your viewers live?
- **Average Engagement Rate:** What is your typical engagement rate across your primary platform?
- **Average Video Views:** What is your baseline view count for standard organic posts over the last 30 days?

4. Brand Collaboration & Campaign History

- **Past Brand Partnerships:** Which brands or companies have you officially partnered with in the last 12–18 months?
- **Standout Campaign Example:** Share a link or metrics from a past sponsored post that performed exceptionally well.
- **Categories You Refuse to Promote:** Are there specific product types or industries you do not work with? (e.g., *Gambling, Crypto, Alcohol, Weight Loss*)
- **Current Competitor Exclusivities:** Do you currently have active exclusivity contracts with any brands?

5. Rates, Deliverables & Administrative

- **Base Rates:** What are your standard rates for individual deliverables? (e.g., 1x TikTok Video, 1x Instagram Reel, 1x Dedicated YouTube Video)
- **Gifting & Product Seeding:** Are you open to product-only exchanges/gifting, or do you strictly accept paid brand deals?
- **Usage Rights & Whitelisting:** Are you open to brands running paid ad dark posts (whitelisting/creator licensing) using your content?
- **Primary Contact & Representation:** Do you handle your own bookings, or are you represented by a manager/agency?

1. Outlet & Identity

- **Publication / Outlet Name:** What is the official name of your publication, channel, or network?
- **Mission & Editorial Focus:** What is your core mandate or elevator pitch in 2–3 sentences?
- **Format & Primary Channels:** Where do you publish? (*Options: Substack/Newsletter, Independent Website, Podcast, YouTube Documentary, Print, Social First*)
- **Entity Type:** How is your operation structured? (*Options: Solo Independent Journalist, Non-profit Newsroom, Reader-Supported Collective, Commercial Media Startup*)

2. Standards, Ethics & Methodology

- **Fact-Checking & Sourcing Policy:** How do you verify information before publishing, and what is your policy on anonymous sources?
- **Corrections & Transparency:** What is your public protocol when an error or typo occurs in a report?
- **Political / Editorial Stance:** Do you adhere to strict non-partisan objectivity, or do you publish from an explicit perspective/advocacy angle?
- **Ethics Code:** Do you abide by a formal ethical framework? (*e.g., SPJ Code of Ethics, IFCN principles, internal policy*)

3. Distribution, Audience & Reach

- **Subscriber / Audience Size:** What is your active reach across key channels? (*e.g., Paid/Free newsletter subscribers, monthly unique web visitors, channel views*)
- **Geographic Coverage:** Is your focus local/regional, national, or global?
- **Audience Profile:** Who relies on your reporting? (*e.g., Industry insiders, local community members, policymakers, general public*)

4. Business Model & Financial Transparency

- **Funding Model:** How is your independent journalism sustained? (*Options: Reader subscriptions/Patreon, Grants/Philanthropy, Direct Sponsorships, Ad Networks*)
- **Sponsorship / Conflict Policy:** Do you accept sponsored content, and if so, how do you safeguard editorial independence?
- **Ownership:** Who owns or holds controlling stake in the media outlet?

5. Collaboration, Tips & Pitch Preferences

- **Secure Tip Line:** Do you maintain secure communication channels for whistleblowers and sources?
(e.g., Signal, SecureDrop, encrypted email)
- **Open to Pitches:** Are you currently accepting freelance pitches, op-eds, or guest contributions?
- **Syndication & Content Sharing:** Are you open to cross-publishing or republishing agreements with other independent outlets?

1. Basic Identity & Sound

- **Artist / Band Name:** What is your official stage or project name?
- **Primary Genre & Sub-Genres:** How would you categorize your music? (*e.g., Indie Rock, Synthwave, Underground Hip-Hop, Melodic Techno*)
- **Sounds Like / For Fans Of (FFO):** List 3–5 established artists or bands that share a similar style or sonic space.
- **Origin / Location:** Where are you based, and what city do you represent?
- **Artist Bio:** Provide a short bio (100–150 words) covering your background, signature sound, and career milestones.

2. Music, Streaming & Discography

- **Primary Streaming Links:** Links to your official profiles on Spotify, Apple Music, SoundCloud, and Bandcamp.
- **Focus Track / Latest Release:** What single or EP should new listeners or curators check out first?
- **Upcoming Releases:** Do you have any unreleased singles, EPs, or albums scheduled in the next 3–6 months?
- **ISRC & Publishing Identifiers:** Do you have a PRO affiliation (BMI, ASCAP, PRS) or IPI/MAE number for rights tracking?

3. Live Performance & Touring

- **Act Type:** How do you perform live? (*Options: Solo Singer-Songwriter, Full Band, DJ Set, Hybrid Live Set*)
- **Performance Setup & Tech Rider:** Do you require specific backline equipment or do you bring your own gear?
- **Average Set Length:** What are your standard set runtimes? (*Options: 30 min, 45 min, 60 min, 90+ min*)
- **Touring / Availability Status:** Are you currently available for local gigs, regional tours, or international festivals?

4. Media Assets & Press Kit (EPK)

- **High-Res Press Photos:** Provide a link to download official high-resolution, promotional photos.
- **Live Performance Video:** Provide 1–2 YouTube or Vimeo links showing your best live performance or music video.
- **Logos & Cover Art:** Link to vector/PNG versions of your official logo and recent album artwork.

5. Management & Business

- **Representation & Contact Points:** Who handles inquiries for bookings, management, and sync licensing?
- **Primary Contact Email & Phone:** What is the best direct contact line for business offers?
- **Social Media Handles:** Links to Instagram, TikTok, YouTube, and X handles.

1. Pastoral Identity & Call

- **Full Name & Title:** What is your full name and primary ministry title? (e.g., *Senior Pastor, Executive Pastor, Teaching Pastor, Youth Minister*)
- **Current Church / Ministry:** What ministry or church organization do you currently serve with, and in what location?
- **Ministry Focus & Calling:** In 2–3 sentences, what is the core mission or passion driving your pastoral ministry?
- **Personal Bio:** Provide a brief summary of your background, family life, hobbies, and path to ministry.

2. Theological Background & Denomination

- **Denominational / Network Affiliation:** What denomination, fellowship, or church network are you affiliated with?
- **Statement of Faith Alignment:** Do you agree with the primary tenets of the platform's or hosting organization's doctrinal statement?
- **Education & Ordination:** Where did you receive your theological training, and are you formally ordained? (Options: *M.Div, B.A. in Biblical Studies, Certificate, Self-Trained / Church-Ordained*)

3. Preaching & Teaching Style

- **Primary Teaching Style:** How do you describe your preaching format? (Options: *Expository / Verse-by-Verse, Topical, Narrative / Storytelling, Practical / Life Application*)
- **Target Audience Focus:** What demographic do you primarily teach or pastor?
- **Sample Sermons / Teaching Media:** Provide 1–2 video or audio links to recent messages.
- **Core Teaching Topics:** What subjects or biblical themes do you speak on most frequently?

4. Leadership & Church Experience

- **Years in Active Ministry:** How long have you served in pastoral or vocational leadership roles?
- **Church Context Experience:** What sizes or models of churches have you led or served in? (e.g., *House Church, Small/Rural, Mid-Sized, Multi-Site / Megachurch*)
- **Key Strengths & Spiritual Gifts:** What are your primary leadership strengths according to spiritual giftings or assessments?

5. Availability & Media Assets

- **Services Provided:** What types of ministry engagements are you open to?
- **Travel Availability:** Are you open to traveling for speaking or pulpit supply engagements?
- **Headshot & Media Kit:** Upload an official high-resolution headshot and a brief promo bio.
- **Primary Contact Information:** Direct phone, email, and assistant/scheduling contact details.

1. Basic Church Identity & Location

- **Official Church Name:** What is the legal or primary name of the church?
- **Motto / Tagline:** Does your church have a primary mission statement or tagline?
- **Physical Address & Campus Structure:** Where is your main campus located, and do you operate multiple campuses or house churches?
- **Denomination or Network:** What denomination, fellowship, or church network are you affiliated with?

2. Worship Services & Visitor Logistics

- **Service Times & Frequency:** What day(s) and time(s) are your weekly worship services held?
- **Worship Style & Vibe:** How would you describe the environment and music in your services? *(Options: Traditional, Contemporary, Blended, Liturgical, Acoustic)*
- **Livestream & Online Campus:** Do you broadcast services online, and where can virtual attendees watch?
- **Childcare & Youth Ministry:** What programs or classes are available during service for infants, children, and teenagers?
- **Visitor Expectations:** What should a first-time guest expect regarding dress code, parking, and communion practices?

3. Mission, Vision & Theological Stance

- **Core Beliefs / Statement of Faith:** Link to or summarize your primary doctrinal convictions.
- **Preaching Style:** How is scripture primarily communicated from the pulpit?
- **Church Mission & Priorities:** What are the 3 main pillars or focus areas of your local church?

4. Leadership & Governance

- **Lead / Senior Pastor Name:** Who serves as the primary teaching pastor or spiritual leader?
- **Leadership Structure:** How is the church governed? *(Options: Elder-Led, Congregational, Board / Trustee, Episcopal / Bishop, Pastor-Led)*
- **Key Ministry Contacts:** Who handles administrative, youth, outreach, or pastoral care inquiries?

5. Community Engagement & Media Assets

- **Community Ministries & Outreach:** What active programs or community initiatives do you run?
- **Small Groups & Midweek Gathering:** Do you host midweek Bible studies, home groups, or community dinners?
- **Media Assets:** Provide links to your logo, high-resolution sanctuary photos, and active social media channels.

1. Identity, Title & Credentials

- **Full Name & Preferred Title:** What is your official name and preferred ministerial/honorific title? (*e.g., Rev., Pastor, Dr., Father, Elder, Minister, Chaplain*)
- **Current Ministry Role & Affiliation:** What is your primary current assignment and denominational/organization affiliation?
- **Ordination & Education:** Where and when were you ordained/licensed, and what formal theological degrees or certifications do you hold?
- **Ministerial Bio:** Provide a short bio (100–150 words) highlighting your calling, experience, family life, and passions.

2. Speaking Focus & Key Themes

- **Core Topic Areas / Signature Messages:** What are your primary keynote or sermon topics?
- **Target Audiences:** What groups do you most naturally minister to?
- **Preaching & Delivery Style:** How do you describe your teaching format? (*Options: Expository, Lectionary-Based, Topical / Narrative, Motivational / Keynote, Workshop*)
- **Sample Audio/Video:** Provide 1–2 links to recent sermons, keynotes, or media appearances.

3. Liturgical & Event Preferences

- **Service Types Open To:** What events do you accept bookings for? (*Options: Pulpit Supply, Revival, Conferences, Retreats, Funerals / Weddings, Baccalaureate*)
- **Liturgical & Translation Preferences:** Do you follow a specific liturgical tradition, or have preferred translation/lectionary frameworks?
- **Statement of Faith / Doctrinal Alignment:** Do you agree to align with or respect the hosting organization's doctrinal statement during engagements?

4. Logistics, Travel & Tech Requirements

- **Travel Availability:** Are you open to local, regional, national, or international travel?
- **Travel & Accommodations Policy:** What are your standard travel requirements?
- **AV / Platform Needs:** Do you require specific microphone setups or presentation tech?

5. Honorarium, Booking & Media Assets

- **Honorarium Structure:** What is your fee structure or policy for guest ministry? (*Options: Set Fee, Sliding Scale, Love Offering, Open*)
- **Booking Contact Information:** Who handles your scheduling?
- **Press Kit Assets:** Provide links to download high-resolution headshots, one-sheet speaker profile, and publication covers.

1. Core Business Identity

- **Legal & Operating Name:** What is your company's legal entity name and primary trade name (DBA)?
- **Tagline / Value Proposition:** How do you describe what your business does in one clear sentence?
- **Business Type & Structure:** How is your business structured? (*Options: LLC, Corporation, Sole Proprietorship, Non-Profit, Partnership*)
- **Year Founded & HQ Location:** When was the company established, and where is your primary headquarters located?
- **Company Bio / Overview:** Provide a 2–3 paragraph description of your business history, core mission, and competitive advantage.

2. Industry, Offerings & Target Market

- **Primary Industry & Sector:** What primary industry does your business operate in? (*e.g., SaaS, Professional Services, Healthcare, Construction, E-Commerce*)
- **Core Products & Services:** List your top 3–5 primary product offerings or service packages.
- **Target Customer Profile:** Who is your ideal customer or client? (*e.g., B2B Enterprise, Small Businesses, B2C Consumers, Local Homeowners*)
- **Geographic Service Area:** What region do you serve? (*Options: Local/City-wide, Regional, National, International/Global*)

3. Verification, Compliance & Trust Signals

- **Business Registration & Tax ID:** What is your EIN or official registration number?
- **Licenses, Certifications & Accreditations:** What professional or trade licenses, ISO certifications, or accreditations do you hold?
- **Insurance & Bonding:** Is your business fully insured (General Liability, Professional Liability, Workers' Comp) and bonded?
- **Diversity & Ownership Designations:** Does your company qualify for specific designations? (*e.g., Veteran-Owned, Minority-Owned, Woman-Owned, HUBZone*)

4. Operations & Sales Logistics

- **Pricing & Billing Model:** How do you structure pricing for clients? (*Options: Hourly Rate, Fixed-Project Fee, Retainer, Subscription, Quote-Based*)
- **Average Project / Deal Size:** What is the typical financial size or scope of a standard client engagement?
- **Lead Time & Capacity:** How quickly can you onboard new clients or deliver products upon contract execution?
- **Payment Methods Accepted:** What payment types do you accept? (*e.g., ACH/Wire, Credit Cards, Invoicing/NET 30, Crypto*)

5. Contact, Media & Brand Assets

- **Primary Business Contact:** Who is the main point of contact for new business inquiries?
- **Digital Presence:** Provide links to your official website, active social media profiles, and Google Business Profile.
- **Brand Assets:** Link to high-resolution copies of your company logo and brand imagery.
- **Client Testimonials & Case Studies:** Share 1–2 links to past client reviews, success stories, or portfolio work.

1. Basic Identity & Station Classification

- **Station Call Letters / Brand Name:** What is the official station call sign (e.g., WXYZ-FM) or brand name (e.g., Pulse Web Radio)?
- **Station Type:** What is the primary broadcasting model? (*Options: Terrestrial AM/FM, Terrestrial Broadcast TV, Satellite Radio/TV, Online Web Radio / IP Stream, FAST Channel / Connected TV App*)
- **Frequency / Channel / URL:** What is your broadcast frequency, cable/dish channel number, or direct streaming URL?
- **Parent Organization / Media Group:** Who owns or operates the station?
- **Station Bio & Tagline:** What is your station's tagline and 2–3 sentence brand pitch?

2. Format, Programming & Content Scope

- **Primary Format / Genre:** What is your main content focus? (*e.g., Top 40, News/Talk, Sports, Classical, Local News, Community Access, Music Videos*)
- **Programming Mix:** What percentage of your programming is produced live in-house vs. syndicated/network-fed?
- **Key Shows & On-Air Talent:** What are your flagship morning, prime-time, or drive-time shows and hosts?
- **Content Delivery Languages:** In what language(s) do you broadcast?

3. Coverage Area, Audience & Reach

- **Broadcast Range / Coverage:** For Physical: What is your licensed signal strength (Watts/ERP) and DMA/City of License? For Online: Top regions and CDN bandwidth capabilities.
- **Audience Size & Ratings:** What is your average monthly cumulative audience (Cume), AQH, or unique monthly streams/views?
- **Target Demographics:** What is your primary audience age, gender, and socioeconomic profile?

4. Technology, Streaming & Syndication Logistics

- **Audio / Video Stream Links:** Direct HLS/AAC/MP3 stream URLs for online players and app integration.
- **Automation & Playout Systems:** What automation platform do you use? (*e.g., WideOrbit, ENCO, RCS Zetta, Tricaster, vMix*)
- **Syndication / Feed Availability:** Is your station's programming available for cross-broadcasting, syndication, or affiliate distribution?
- **Smart TV & Mobile App Presence:** Do you have dedicated iOS, Android, Roku, Apple TV, or Fire TV apps?

5. Advertising, Commercial & Contact Details

- **Ad Inventory Availability:** Are you open to spot advertising, program sponsorships, digital banner placements, or programmatic ads?
- **Commercial Rate Card / Media Kit:** Link to or upload your current rate card and official media kit.
- **Key Station Contacts:** Direct contact details for General Manager, Program Director, Sales Director, and Technical Engineering Lead.
- **Studio & Transmitter Location:** Physical studio address and transmitter tower coordinates (for licensed physical stations).

1. Denominational Identity & Scope

- **Official Denominational / Network Name:** What is the legal name and common title of your denomination or fellowship?
- **Headquarters & Founding Year:** Where is your global or national headquarters located, and what year was the organization founded?
- **Primary Classification:** How would you describe your historical and theological tradition? (*Options: Reformed, Wesleyan/Arminian, Lutheran, Baptist, Pentecostal/Charismatic, Anglican, Restorationist, Non-Denominational Fellowship*)
- **Mission & Vision Statement:** What is the core mandate or driving vision of the denomination in 2–3 sentences?

2. Doctrinal Convictions & Governance

- **Statement of Faith / Confession:** Link to or provide your primary doctrinal statement or historical confession.
- **Governance Model:** How is authority distributed within the body? (*Options: Episcopal / Bishop-Led, Presbyterian / Synod-Led, Congregational / Autonomous Local Churches, Hybrid / Council-Led*)
- **Leadership Structure:** Who serves as the presiding bishop, general superintendent, executive director, or council head?

3. Regional Footprint & Member Statistics

- **Total Member Churches / Congregations:** How many active local churches, campuses, or plant works belong to the denomination globally/nationally?
- **Estimated Membership / Attendance:** What is the total estimated active membership or weekly attendance across all member churches?
- **Geographic Reach:** In which countries, regions, or states do you maintain active presbyteries, districts, or diocese networks?

4. Ordination, Plant Works & Educational Affiliations

- **Credentialing & Ordination Standards:** What are the basic education, theological, and vetting requirements for licensing and ordaining ministers within your network?
- **Affiliated Seminaries & Colleges:** What higher education institutions, seminaries, or Bible colleges are officially owned by or affiliated with your denomination?
- **Church Planting Initiative:** Does the denomination run a central church planting agency or fund, and how many new works are launched annually?

5. Global Missions & Ecumenical Partnerships

- **Missions & Disaster Relief Agencies:** What global mission boards, humanitarian arms, or relief funds operate under your denomination?
- **Ecumenical & Inter-Church Alliances:** Is your denomination a member of larger international bodies? (e.g., *World Evangelical Alliance*, *World Council of Churches*, *NAE*)
- **Inter-Denominational Collaboration:** Are you open to joint initiatives, shared pulpit supply, or co-sponsored community outreach with other Christian traditions?