Project brief

Questions marked * are required.

Completed by _____ Date _____

1 The project

> **Everything I need to start work without a dozen follow-up emails.**

1. **Project name ***

_____

2. **What are we building, and why now? ***

The short version of the story...

_____

_____

_____

_____

3. **What does success look like?**

How will we know this worked, three months later?

_____

_____

_____

_____

4. **Deliverables ***

Tick all that apply.

- ☐ Brand identity
- ☐ Website design
- ☐ Website build
- ☐ Copywriting
- ☐ Illustration
- ☐ Photography
- ☐ Ad creative
- ☐ Other: _____

5. **Who is the audience?**

Who they are, and what they already think of you...

_____

_____

_____

_____

6. An example you like

2 Practicalities

7. Main point of contact *

8. Email for sign-off *

9. Who signs off on the final work? *

10. Target launch date *

11. Budget (USD)

12. Brand assets and content

Logos, fonts, copy, photos. Attach files that help us understand the project.

Attach: Brand assets and content (up to 10 files)

13. Anything else I should know?

Constraints, stakeholders, hard deadlines...

Brief received!

I'll review it and come back with a plan and any open questions.