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.