**Creative Brief for**

**Project Name/Title:**

| **Intended Audience**  Who are you trying to reach?  **Examples:**  Businesses  C-suite  Consumers  Retail buyers  Industry specialists | **Tell us your intended audience:** |
| --- | --- |
| **Project in a Nutshell**  In one or two sentences, what’s this project/post/article about? Consider this the “TL;DR” version.  **Examples:**  *This article aims to teach people about the differences between x and y.*  *This ad campaign is to get people to sign up for a free consultation.*  *This landing page is for people to buy what I’m selling.* | **What’s your article about, in a nutshell?** |
| **Purpose/Goal**  State why you think this is important, and what you want it to achieve.  Readers want to know “So What” or “What’s in it for me?”  This will clarify the value for the reader.  **Examples:**  *We want to address customer service issues* x *and* y*,* ***so that*** *we can free up our phone lines.*  --  *We have a greater demand for free consultations, so**we want to save time by telling people how to prepare before the actual call.* | **The article’s purpose and goal:** |
| **Due Date(s) and Deadline:** When would you like the first draft returned to you?  Include key milestones and/or a final due date. | **When would you like to see the first draft? What is the deadline?** |
| **Keywords, Research, Quotes, Links**  Please provide any specific keywords, research, quotes, or links that you’d like included in this post, if applicable.  LInks to inspo design, research, brand guides, etc. | **Keywords, research, quotes, links:** |
| **Additional Requests**  Anything else on your mind?  Anything specific you want addressed that you haven’t stated above?  Any preferences for writing flow or structure?  **Example:**  *I want this article to have less jargon / sound like Fast Company / be more technical / be a “listicle” style, etc.* | **Additional requests:** |

**PROPOSED OUTLINE:**

**TITLE:**

**INTRO:**

**BODY:**

**CALL TO ACTION:**