**PROJECT BRIEF: [Company Name]**

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| **Date:** |  |
| **Project:** |  |
| **Client name:** |  |
| **Contact number:** |  |
| **Website URL:** |  |

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| **1. Project overview: What do you want created?** |
| Provide a brief breakdown of what the project involves, e.g. website copy, flyer, sales brochure, video sales script. |

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| **2. Background:**  |
| Tell me about the company – why it was started, how it was started. |

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| **3. Objectives: What do you want customers to do?** |
| What are the objectives of your project? E.g. Call up for an appointment? Request a brochure? Purchase?Please list one primary objective (and as many secondary objectives as required).  |

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| **4. Target market: Who are you speaking to?** |
| Who are your target markets? What demographic? E.g. women, 30-50, with kids, living in metro areas. |

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| **5. Tone of voice: How do you want your brand to be perceived?** |
| What tone would you like your copy to have? E.g. fun, authoritative, chatty, formal. |

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| **6. Proposition: What is your marketing proposition?** |
| What makes you unique? |

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| **7. Proof: Why should the audience believe you?** |
| Can you back up your proposition? E.g. ‘We have won awards, have many happy clients and have achieved top rankings on Google.’ |

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| **8. Competitors: Who are they?** |
| Please provide URLs and any additional details you think will be useful.  |

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| **9. Mandatory information:** |
| Are there any elements that must be used? Have you registered your URL already? Do you have special product names? Is your brand trademarked? Anything else?  |

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| **10. Support information:** |
| Please provide any other information you feel may help me to gain an understanding of the project.This can include links to other websites or additional documents.  |

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| **11. SEO keywords (if website)** |
| Please nominate keyword phrases you’d like your website to rank for. (Remember, the longer the keyword phrase, the more chance you have of ranking – so go for ‘Landscape gardener Sydney’, rather than just ‘gardener’.) |

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| **12. Final deliverables:** |
| Please describe exactly what you think the final deliverables will be. E.g. How many web pages am I writing? How many pages does your brochure have? What length are the pages?  |

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| **13. Timings:** |
| First draft: | When do you wish to see the first draft?  |
| Second draft: | When do you wish to see the second draft? Consider your time to review and amend.  |
| Final draft: | What is your final deadline? What is driving this deadline?  |

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| **14. Budget:** |
| If we haven’t already agreed on your budget, please detail any budget limits.  |