

Creative Brief for Writing Projects

Company name:

Your name and title:

Your email and best contact phone:

Are you the decision-maker for approving the contract? Y / N

Decision-maker's name and title, email, and best contact phone:

How did you hear about me?

1. Type of project (website, articles, blog posts, white paper, whatever):
2. Brief description of proposed project:
3. Audience: Who is the audience? Who will be reading this?
4. Project objective: What is your goal for this project? What would you like the end result to be? How would you describe a successful outcome for this project? What will constitute a “home run”?
5. Materials for review: Do you have any background materials, outlines, early drafts or anything of that nature I may review? What about examples of previously published projects of the same type (such as existing blog posts, web pages, white papers, etc.)?
6. Interviews: Will interviews be required to complete the assignment/project? If so, how many?
7. Primary sources: Will you provide sources and SMEs, or will I need to find them myself?
8. Bylined or ghosted: Whose byline will be attached to the final piece/project?
9. Submission process: How do you wish to receive my drafts? Will I be required to upload the drafts to your CMS? If so, which CMS do you use?
10. Proposed deadline (for individual assignments): Proposed volume of assignments per month (such as X number of blog posts or Y number of white papers – for retainer arrangements):
11. Budget range:
12. Comments: Please add any additional notes or comments that will help me understand how I can best serve you.