## New client Briefing form

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| Date: |  |
| Description: |  |
| Client & Business Name: |  |
| Billing Address: |  |
| Best Contact Number: |  |
| Email Address: |  |
| Website URL: |  |
| Socials: |  |
| Other team members or agencies to work with? |  |

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| **1. Project overview: What are we creating?** |
| Provide a brief breakdown of what the project involves, e.g. website copy, flyer, sales brochure, TVC script. |

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| **2. Background: help me get to know what makes your company tick** |
| Tell me about your company – why you started, how you started. |

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| **3. Objectives: What do we want customers to do?** |
| What are the objectives of your project? E.g. Call up for an appointment? Download an eBook? Purchase? Please list one primary objective (and as many secondary objectives as required). |
| Do you have any key messages? |

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| **4. Target market: Who are we speaking to? Do you have a customer persona?** |
| Customer Demographic (Age/Location/Business type) |
| Pain Points? |
| Barriers? |
| Motivations? Desires |
| How does your solution solve their problem? |
| What do existing customers love about your product or service? |

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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? Sometimes called a value proposition, unique selling point, or UVP** |
| 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 we up against?** |
| 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?  Disclaimers? Terms and Conditions?  Any laws or regulations to be aware of? |

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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? |
| Sign off: | Who else needs to sign off this piece? |

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