A logo for a company

Description automatically generated

**Creative Brief for Writing Template**

**Client Information**

* **Company Name:**
* **Your Name and Title:**
  + **Best Contact Method:**
  + Phone:
  + Email:
* **Are you the decision-maker for approving the contract?** (Y/N)
* **Decision-maker’s Name and Title, if different from above:**
* **How did you hear about me?**

**Project Details**

* **Type of Project:** (e.g., website, articles, blog posts, grant writing, white paper, etc.)
* **Brief Description of Proposed Project:**
  + **Audience:**
  + Who is the audience?
  + Who will be reading this?
* **Project Objective:** What is your goal for this project? What will constitute a "home run"?
* **Resource Requirements:**
* **Materials for Review:** Do you have any background materials, outlines, early drafts, or examples of previously published projects?
* **Interviews:** Will interviews be required? If so, how many?
* **Primary Sources:** Will you provide sources or Subject Matter Experts (SMEs)?
* **Bylined or Ghosted:** Whose byline will be attached to the final piece/project?

**Submission Process**

* **Submission Process:** How do you wish to receive drafts? Will drafts need to be uploaded to your CMS?
* **CMS Platform:** If applicable, which CMS do you use?

**Timeline and Budget**

* **Proposed Deadline:** (for individual assignments)
* **Proposed Volume of Assignments per Month:** (e.g., X number of blog posts, or Y number of white papers)
* **Budget Range:**
* **Additional Comments:**
* **Comments:** Please add any additional notes or comments that will help me understand how I can best serve you.