



Project Brief

Project description

Can you say a few sentences about what you want and why?

What's the budget and deadline?

When do you want the work delivered or are there different project stages?

Audience positioning

Who are we talking to with this piece of communication and what response do you want from them?
Do you have any audience insights you can share?

Fully paid up with HMRC since 2008. Professional indemnity cover with Policy Bee.

By engaging my services you are agreeing to my **terms and conditions as outlined on my website.**

Member of the Chartered Institute of Editing and Proofreading and the ProCopywriters' Alliance.



Marketing objectives

What is the organisational need for this product/item?

What's the call to action?

After reading this piece of communication, what do you want your audience to do?

Creative requirements and direction

Are there any brand or company editorial or style guidelines you need to highlight?

For example:

Logo, sign-offs, key messages

Format or design issues

Will you require photo selection and search?

Do you have a designer to hand?

Anything else to highlight?

Fully paid up with HMRC since 2008. Professional indemnity cover with Policy Bee.

By engaging my services you are agreeing to my **terms and conditions as outlined on my website.**

Member of the Chartered Institute of Editing and Proofreading and the ProCopywriters' Alliance.

