

CONTENT DESIGN BRIEF FOR DIGITAL AND PRINT

Read through the form and consider your responses before starting; some of the questions require deep insight and consideration. Take time to answer these questions as fully as you can because this stage is valuable; the more complete the answers the better the finished job.

There's a section specifically about your business, which it's important to complete. If you'd like to discuss anything with us don't hesitate to contact us.

Name	Phone Numbers
Business Name	Email
Website URLs	Deadline(s)
What is the project? Describe the subject matter.	
What is the purpose of the project? Is it to inform, to sell, to promote?	

Who is the audience? Describe who will consume this content – consider age, education level, and the role or persona the reader is adopting as they read.

What do you want the target audience to feel or think as they view your content?

What action do you want the target audience to take (if any)? Be as specific as possible and consider timeframe for the action (short term, medium term, long-term).

Where will this be viewed or read? Consider the likely circumstances under which the reader will see your content – where will they find it? Will it be on a device – phone, tablet, desktop? Will they be in a hurry, distracted, relaxed, or under pressure etc.?

Is there a specific style, or, in the case of written content, a voice, that must be used? Describe it and/or attach examples, or links to examples.

What do you want the reader to gain from the content? Will they learn, be inspired, shocked or reminded of something?

Detail any specifications here (logo and corporate colours, number of words for written content, images, video, slides to be included, existing copy, slogan, style guide etc)

List any keywords you've identified.

Are there any other specifications or limitations or additions? Consider dimensions, device or format limitations, specific jargon or language that must, and must not, be used.

Your Business

Describe your business, focusing on what you produce and deliver for your customers.

Consider the benefits of the features identified above and explain what problems they solve for your customers. What customer-need do they fulfil? Try to think about how you differ from your competitors.

What sets you apart from your competitors? What is your USP?

Is yours a niche market and if so, what is it?

What is your customer profile? Consider age, gender, family size, education, political persuasion, occupation, income level, cultural background, needs, dreams, desires, pain points etc.

Do you have any testimonials or reviews? Insert as many as you can (or insert links to them) here

If you have existing copy, headlines, slogans etc., what do you want to keep, and why?

If you have existing copy, headlines, slogans etc., what DON'T you want to keep, and why?

Who are your competitors and why? Include links or attach examples, as many as you can - visual reference is very useful

Which of your competitors do you follow and aspire to, and why?

What's your vision for your business over the short to medium term? Consider 12 months, 2 years, 5 years and 10 years and be bold and brave!

Attach or include below examples or reference to anything that's guided and inspired you in your business. Include books, photos, images, movies, video, personal experiences or stories, etc. Anything!

Finished!

Thank you for taking the time to complete this task, we're confident it's time well spent. Now [email the form to us](#). And why not give us a call to let us know its on its way?