



Tips and tools
FOR CONTENT & DESIGN

Creative Brief for Writing Projects

When a new project hits your plate, it's tempting to just start writing. But before you dive in, take time to ask your customer a few critical questions. Hearing their answers will help you understand the big-picture goals of the project — and knock it out of the park.

Click [here](#) to download a Microsoft Word template, or print the guide below to help you create a comprehensive creative brief for every project.

PROJECT NAME	
TEAM <ul style="list-style-type: none">• Who on the customer's team is working on the project and what are their roles?• Who has final approval?• How can we reach them if we have questions?	
OVERVIEW <ul style="list-style-type: none">• What's the assignment?• What are the deliverables?• Which media/platforms are we writing for?• Is there a target word or page count?	
PURPOSE <ul style="list-style-type: none">• Why is this project important?• Why is it important now?• What's the call to action or goal?• What do you want your audience to know, do, or feel after reading this piece?• How will you decide whether it's a success?	
CONTEXT <p>Briefly summarize the issue and provide any relevant background info. Let us know how this project fits into the bigger picture. For example, is it related to a campaign or special event?</p>	



<p>AUDIENCE</p> <ul style="list-style-type: none"> • Who are we writing for? What do they already know/think about the topic and your brand? • What do they want/need? • What frustrates them? • How do they like to communicate? 	
<p>KEY MESSAGES</p> <ul style="list-style-type: none"> • What key messages and themes should we emphasize? • Are there any messages or perceptions that we should challenge or avoid? 	
<p>CONSTRAINTS</p> <p>Are there boundaries or constraints on the project? Sometimes there are word or page count limits, firm budgets, branding restrictions, or immovable deadlines, for example.</p>	
<p>SCHEDULE</p> <ul style="list-style-type: none"> • When will the project start and finish? • Are there any milestones we need to plan around? • Do we have everything we need to get started? 	
<p>OTHER</p> <ul style="list-style-type: none"> • Is there anything else we should know? • Do you have examples that you love (or hate) to share with us? • Are there style and brand guides we should follow to accurately capture your company's voice and tone? 	
<p>ADDITIONAL SUPPORT</p> <ul style="list-style-type: none"> • Will you need help designing this piece after it's been written? • Are there graphics you'll need help creating? • Would you like us to write social media posts to help you promote this piece? • Does it need to be translated into another language? 	

