

PROJECT BRIEF:

Thank you for the opportunity to work with your company. The brief below will help me understand your goals and requirements before we move towards proposal and detailed interview.

If you have any difficulty filling it in, please shoot me an email at info@salute-world.com or call me on +61 427 426 029 via WhatsApp

Date:	
Brand name:	
Contact name:	
Your preferable communication contact:	
Email address:	
Website URL:	
1. Project overview: What are we creating?	
Please provide me with a brief breakdown of what the project involves. For example, are we creating: Website copy, a brochure, sales page or ...?	
2. Background	
Tell me a little about your company. Why did you start your company? What are some key milestones?	
3. Objectives: What do we want customers to do?	
What's the core objective of the project? Do you want customers to be aware of your brand? Call up for an appointment? Request a brochure? Purchase a product? Please list one primary objective and as many secondary objectives as required.	
4. Target market: Who are we speaking to?	
Who is your target market? Do you have buying persona? Please clarify the specific countries/regions?	

5. Proposition: What is your marketing proposition?

What makes you special?

6. Competitors: Who are we up against?

Do you know your competitors?

Please provide URLs or names (ideally at least 3) and any additional details about your competitors that you think will be useful.

7. Branding

Do you have branding?

Visuals of services/products Slogan, values, vision? Domain name, social media accounts? Service/products naming?

8. Marketing

Do you have marketing strategy?

Content strategy?

9. SEO (if we are doing website)

Do you have SEO for the website or specific page(s)?

IF YES Please nominate keyword phrases you'd like your website (or pages) to rank for
(If you need me to explain this in more details, give me a call or send a quick message via WhatsApp to +61427426029

Which platform are you planning to build (or have) your website on? (WordPress, Wix, Shopify, Tilda, coding etc)

Are you planning to do it yourself or delegate to a web dev?

10. Final deliverables:

Please specify the scope of work:

For example:

How many web pages am I writing? Home, FAQ, Services, About, etc.

How many pages does your brochure have? How many words do you think we need to write?

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copywriter

11. Tone of voice: How do you want your brand to be perceived?

What tone would you like your copy to have?

Fun, authoritative, chatty, formal, or knowledgeable?

12. Additional information:

What time zone are you in?

How many people will be approving copy,
involved in the communication and reports?

If you are presuming a retaining project, how
often do you want to chat/receive the reports?

Please provide any other information that
may help me to gain an understanding of the
project.

This can include links to other websites or
additional documents.

13. Timings:

Start of the
project:

First draft: When do you wish to see the first
draft? Consider your time to review
and amend.

Final draft: What is your final deadline? Consider
your time to review and amend. What
is driving this deadline?

14. Budget:

If we haven't already agreed on your budget,
please detail any budget limits.

Thanks again for taking the time to complete this brief. I know it's not easy!
Please email it back to me at info@salute-world.com

NEXT STEPS

After discovery call, I'll get back to you with proposal.

+61 427 426 029

info@salute-world.com

www.salute-world.com