



[denise@alove4healthcontent.com](mailto:denise@alove4healthcontent.com)

5092304406

## *Creative Brief for Writing Projects*

**Company name:**

**Your name and title:**

Your best contact email:

Are you the decision-maker for approving the contract?

**Decision-maker's name and title if not you:**

**Type of project:**

**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 would you like the end result to be?

**How would you describe a successful outcome for this project?** What will constitute a "home run"?

**Materials for review:** Do you have any background materials, outlines, early drafts or anything of that nature I may review? What about examples of previously published projects of the same type (such as existing blog posts, web pages, white papers, etc.)?

**Interviews:** Will interviews be required to complete the assignment/project? If so, how many?

**Primary sources:** Will you provide sources and SMEs, or will I need to find them myself?

**Bylined or ghosted:** Whose byline will be attached to the final piece/project?

**Submission process:** How do you wish to receive my drafts? Will I be required to upload the drafts to your CMS? If so, which CMS do you use?

**Proposed deadline(s):**

**Proposed volume** of assignments per month (such as X number of blog posts or Y number of white papers – for retainer arrangements):

**Budget range:**

**Comments:** Please add any additional notes or comments that will help me understand how I can best serve you.