

**Client Briefing Sheet**

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| Client (Company) Name |  | | |
| Contact Name |  | | |
| Contact Email |  | Date |  |
| Contact Phone |  | PO Number |  |

*Please give as much information as you can. It will help plan the scope of your work. If you prefer we can meet face to face or via skype to work through this together.*

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| What do you need? (e.g. help with your content marketing planning, website content, social media, blogs/articles) | |
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| What are your business objectives? (What do you want to achieve over the next 3/6/12 months?) | |
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| Background information: Tell me a little bit about your business. | |
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| Who are your main competitors? | |
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| What makes you different from your competitors? (Your USP) | |
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| How do you ‘speak’ to your target audience (Voice – formal, casual?) | |
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| Who are your ideal customers (Target audiences -what do they do) | |
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| Call to Action – what do you want your target customers to do? | |
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| What words or phrases would your target customers use in Google searches to find your products/services? | |
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| Style Guidelines: (instructions, restrictions, images, brand message) | |
|  | |
| Deadline |  |