

Template:

Requesting the Information You Need

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Does your brief still feel incomplete, even after following the five steps outlined in our Warm Up? That can happen. From time to time, you may find yourself in a situation where a client has given you some, but not all, of the information you need to get started on a project. The following email templates are designed to help you ask for what's missing. There's one for each step of the Warm Up, so that no stone is left unturned. Feel free to edit and adapt the details to suit your needs!

1. Use this template if you're having trouble identifying stakeholders.

Hello _____,

I'm excited to be learning more about this project!

Before we get started, I'd love to know more about who I'll be working with. Will you be my primary point of contact throughout, or should I expect to also communicate with other stakeholders?

Also, I want to make sure I understand who will be giving final approval as the project wraps up. This information helps me understand where feedback will be coming from, and will allow me to set aside the appropriate amount of time for the revision process.

Looking forward to next steps!

2. Use this template if you need help understanding big-picture goals.

Hello _____,

I'm looking forward to learning more about this project.

Before we get started, would you mind providing more background information about the project? I'd love to know more about the problems these illustrations will be helping to solve, so I can get a holistic sense of the broader goals at hand.

Specifically, I'm interested in learning [insert topics here].
Any further context would be much appreciated.

Thanks!

3. Use this template if you'd like to get clearer on copy.

Hello _____,

I hope this finds you well!

As I'm looking through our brief, I'm realizing I don't see a description of the copy that will appear alongside this illustration.

Knowing what the copy is will help me verify that the look and feel of the artwork matches the tone of the text. If copy isn't final yet, would it be possible to schedule a phone call to discuss what you have in mind?

I prefer to start projects after copy is complete, since changes that occur further down the line can lead to added fees for extra revisions. Let me know what you think.

Excited to get started!

4. Use this template if you're wondering where your illustrations will live.

Hello _____,

Thanks so much for sending me the brief.

As I'm looking through, I'm realizing there aren't any sizing specs or a description of where the illustration will ultimately live. Understanding these things helps me figure out exactly how I should compose an illustration, and the level of detail I should plan to incorporate. (For example, a lush, detailed piece of work like [insert work here] would not work if it was ultimately going to appear on a phone screen.)

The complexity of the illustration will also factor into my budget and timeline proposal, so I'd like to make sure I have as much information as possible. I know sizing matters can get pretty technical, so if you'd like to hop on a call to figure out the details, I'd be more than happy to—let me know!

Thanks!

5. Use this template if you're looking for more detailed brand guidelines.

FOR A CLIENT WITH EXISTING BRAND GUIDELINES:

Hello _____,

Thank you for sending along your brand guidelines.

Now that I've had a chance to take a look, I'd love to ask a few clarifying questions before moving forward.

To start, it seems that your brand book focuses mainly on design—do you have any rules in place when it comes to illustration? Regarding color palette, is there room for flexibility or should I plan on sticking to the colors shown? On a more high-level note, I'd like to get a sense of what your brand hopes to convey with each illustration.

My work encompasses a full range of sentiment, and I want to be sure to avoid anything that could come across as off-brand.

Excited to get to work!

FOR A CLIENT WITH NO BRAND GUIDELINES:

Hello _____,

Thank you for sharing the brief with me!

After taking a look, I realized there aren't brand guidelines in place for this project. Because we've never worked together before, I want to make sure I understand the look and feel of what you have in mind, so I can avoid producing work that comes across as off-brand. Are there any foundational aspects of your brand that you can share with me?

I'm especially curious about color palette, how you prefer to depict people, the general tone of your work, etc. Knowing these things will help me craft an illustration that feels true to you.

Happy to schedule a call if it's easier to chat that way—let me know!