# Project Name Goes Here

### Communication Brief v.1 🡨make sure to update version numbers

(The purpose of this document is show the client we understand what they have explained to us. It also serves as a guiding document to ensure we are all on the same page before moving forward. It should be brief (hence the name) no more than two pages. Don’t spend weeks on this. One or two days max. Use answers from the Client survey and the Communication Brief Worksheet to help you organize your thoughts.)

## Project Overview

[Reiterate back to the client what is the overall goal of the website/project in a few brief sentences]

### Overall Goal:

[Plainly state what the goal is here again. This is for redundancy and scanning purposes to ensure they clearly understand we know the goal.

## Target Audience

### [descriptive name of audience A]

[Break down who target audience “A.” Age, income, marital status, etc., are all items we want to know. Get as detailed as possible. We should be able to truly understand who this person is]

[There may be more than one audience type so add as many as needed]

## Perception/Tone/Guidelines

[This should explain how the target audience will respond to the new website]

## Communication Strategy

[This section describes how we will meet our measurable goals (getting leads/sales/etc). Refer to the Comm Brief Worksheet for details.]

## Unique Selling Proposition

[Why should people choose this product/service/website over others?]

## Single-Minded Message:

[should be one or two words that describes the overall message of the site]

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I have read and approved this document:

Print Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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