**Creative Content Brief**

Thank you for taking our time to fill out this questionnaire.

The purpose of this questionnaire is to give us a good overview of your business, values and goals - so that we can align our efforts with what's important to you.

**Date:**

**Contact Information:**

Your Name:

Phone Number:

Email:

1. **General Business Information**
2. What is your Company/brand’ name?
3. Business Description: What is it you’re doing?
4. Business Objectives: What is it you want to achieve?
5. What are the products or services that you offer?\*
6. Are you a Startup of and Existing business? (If existing, mention years)
7. What is your company philosophy & values?
8. **Customer pain points**: What influences their decision to buy?
9. **Barriers to purchase**: What makes it difficult to decide/buy?
10. **Value proposition**: What’s the real value you offer?
11. **Alternatives**: What are the alternatives to your product or service?
12. **Your Unique Selling Point**: How are you different? What makes you so special?
13. **Testimonials**: Do you have any quotes or testimonials from clients?
14. Do you have any existing marketing material? Provide, if yes.
15. **Clubs, industry memberships & awards**: How can customers validate your expertise?

**Project-Specific Information**

1. Target Audience: Who exactly are you appealing to?
2. Call to Action: What do you want your audience to do as a result?
3. Tone: Should tone of content be:

* *Formal and professional*
* *Warm and accessible*
* *Conversational*
* *Authoritative*
* *Lively*
* *Serious*

1. *What should be the manner of the content?*

* *Helpful*
* *Simple*
* *friendly*
* *sympathetic*

1. Provide Website Link (if available) or mention the page names\*.
2. Constraints: Are there any constraints such as word count?
3. Keywords: Do you have any Keywords that you want to incorporate in text?

*(If yes what should be the Keyword density and placement)*

**Additional Information**

1. **Must Haves**: Is there anything you specifically want on the page?
2. **Must Not Haves**: Is there anything you really don’t want to be mentioned? Any words or phrases we should use or avoid when writing the copy?
3. Are there any legal/compliance considerations?
4. What additional information would be helpful for our creative team?