

Timothy Caron Design Services
41 Summer Street, Leominster MA 01453
<http://timothycaron.com/help>
(978) 822-8318

CREATIVE BRIEF

Date: _____

Client: _____

Project Name: _____

The below information is optional, but it does help me identify some key elements that will assist me in providing the best quality website design and copywriting that will surpass your expectations.

Also, it will allow me to assist you in other areas of your industry, in regards to marketing and branding your company.

1. What is the objective of this campaign or project?

2. What is the product/service to be promoted?

3. What is the average selling price of the product?

4. Based on your traditional marketing efforts, how many prospects do you need to reach in order to generate one lead?

5. How much revenue ----- or what average order size ----- do you want to generate per paying new customer?

6. Who is the primary audience? What is the size of the audience? Are we going to a house list, rented/swapped list, or both?

7. How interested is the target audience in your product/solution?

8. What are the key "pains" of our target audience, as related to the "problems" our product/service can solve?

9. What is the prospect's #1 pain (or motivation)?

10. What feature/aspect of the product/service solves the prospect's #1 pain (or matches the motivation)? The answer to this question will support powerful creative concepts.

11. Are there any other emotional motivators we should consider?

12. What are the key features of the product/service?

13. What are the key benefits of the product/service?

14. Given the features and benefits of the product, what is the single most important message that is to be communicated to the target audience (what is the Unique Selling Proposition)?

15. What are the next three key messages/copy points for this promotion, in order of importance? (These should support the USP above.)

16. What is the support for the key messages (testimonials, endorsements, case studies, product specifics, etc.)?

17. Does this product/service allow us to "sell experiences?" (Experiences more pointedly communicate the real value of using your product or service.)

18. What are the obstacles and objections that need to be overcome for success?

19. What are we really selling? (E.g., we are not selling grass seed; we're selling a greener lawn.)

20. What is our Big Promise (what, exactly, are we promising)?

21. How does our big promise solve the prospect's #1 pain?

22. What is the offer?

23. If there is a premium, what is it, and if it applies, what are the terms?

24. What are the benefits of responding to the offer? What will someone learn, gain, get when they call, e-mail, go to the web, fax or mail a response back to you?

25. What is the call to action? In what ways can the audience respond (call, e-mail, Web, mail, fax) and what is your preferred response?

26. What tests will be conducted during this promotion?

27. Who/what are the competitors to this product/service offering?

28. What competitive considerations need to be taken into account for this promotion?

29. What taboos, if any, need to be avoided?

30. What is the desired communication piece for this promotion (email letter, brochure, mail package, e-newsletter, print ad, online sales letter)?

31. How will the results and success of this program be measured?

32. Is there a preferred size for this communication, or certain specifications?

33. What is the company name and return address to be used? What are the phone and fax numbers? The mailing address for responses? The e-mail? The web site address?

34. What is the quantity to be produced?

35. What is the tone to be conveyed?

36. If appropriate, what guarantee can be offered?

37. Is there anything else that needs to be conveyed about this project?

38. What is the target completion date for this campaign?

39. How is fulfillment to be handled?

40. Based on your current layout, will there be any graphic changes? Or will the current design be completely different?

41. We Recommend using Wordpress as your Content Managemnet System which is based on PHP using MySql 4.5 or higher. Does your hosting company provide this option, or will you need another content management system to conform to your hosting providers current settings, such as ASP, Microsoft.NET Framework. Perl or CGI?

42. Will you need another Marketing Material, such as, Brochures, Letter Head, and other print media items?

APPROVAL: Please mark any changes, then indicate your acceptance of this Creative.

Brief by signing and dating below, and emailing back to contact@timothycaron.com or tdcaron@verizon.net which is my personal email address
Thank you.

(signature) (date)

* * * * *

Note: Normal fees start at:

1. \$500.00 Sales Copy (includes: 3 revisions)
2. \$499.97 for Layout Framework, (Graphic Design, Logo Design and adding copy to complete and impliment and deploy \$59.95 per hour)

Other arrangements can be made on a contingency basis, but a minimum of \$59.95 per hour is required.
Respectfully,
Timothy Caron