



PROJECT BRIEF

Client Information

Organization/Project Name: _____
 Division/Department: _____
 Web Site URL: _____
 Street Address: _____
 City/Town: _____
 Province/State: _____
 Country + Postal/Zip Code: _____

Referred by:

Contacts

	CONTACT 1	CONTACT 1	CONTACT 3
Name:	_____	_____	_____
Org:	_____	_____	_____
Phone:	_____	_____	_____
Fax:	_____	_____	_____
Email:	_____	_____	_____
Other:	_____	_____	_____
	CONTACT 4	CONTACT 5	CONTACT 6
Name:	_____	_____	_____
Org:	_____	_____	_____
Phone:	_____	_____	_____
Fax:	_____	_____	_____
Email:	_____	_____	_____
Other:	_____	_____	_____

For Office Use Only

Record referral



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Client Background

MISSION / VISION What is your mission/vision?	
PRODUCT/SERVICE What are the core products or services? What is your competitive advantage?	
ELEVATOR PITCH What is your 30-second infomercial?	
TARGET MARKET Who are you trying to attract? What geographic area do you serve?	
GOALS What are your goals for each target?	
COMPETITORS Who are your competitors? What is their competitive advantage?	
COMPETITOR WEBSITES List your competitors' sites. Critique them.	
MARKETING STRATEGIES How do you market yourself now? What is your advertising budget?	
MARKETING MATERIALS Do you have current marketing materials, logos, fonts, and corporate colors? Digital format?	
BRANDING How much branding or re-branding will you require? Will you require a creative needs assessment? Will the created branding be used in other forms of media?	



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Requirements/Direction

WEBSITE MARKETING	
DOMAIN NAMES Do you have and/or will you require domain name(s) purchased for this project?	
HOSTING Describe your existing hosting arrangements?	
WEBSITE – creative Describe what the website should look like? What elements should be on every page of your website? Describe your colors, imagery, and scenarios that best describe the emotional involvement. What do you see as the personality? funky, fun, witty, professional, sophisticated, classy, futuristic, traditional, clean, corporate, etc.	
WEBSITE - architecture Describe your web's information architecture. How many sections and pages will the site have?	
WEBSITE – content Do you have electronic text content ready? Imagery? Will you be reusing information from a previous web or electronic presentation? What other content will be used to engage your target? Do you have access to stock photography, audio, video?	
WEBSITE - hooks	
WEBSITE - glue	
WEBSITE –optimization (SEO) Will you require search engine optimization and positioning? What keywords or phrases (words/phrases that people would type into search engines when looking for something that you offer).	
WEBSITE – registration/positioning Will you require search engine registration and positioning? What about PPC (pay-per-click)?	
BLOG – Do you have a blog? What is the address of your blog? Do you blog regularly? What do you blog about? Is it attracting the right type of prospect. Are you getting engagement? Are you syndicating your blog?	



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SOCIAL MEDIA MARKETING	
SOCIAL MEDIA STRATEGY Describe your social media strategy	
FACEBOOK URL(s)	
LINKEDIN URL(s)	
TWITTER URL(s)	
YOUTUBE URL(s)	
GOOGLE+ URL(s)	
PINTEREST URL(s)	
OTHER SOCIAL MEDIA URL(s)	
HOW ELSE CAN I HELP YOU?	
1	
2	
3	
THANK YOU FOR BRIEFING ME ON YOUR REQUIREMENTS!	
<p>Hope you are pleased with the value you receive from this complimentary consultation so much, you'll consider retaining me to provide you with additional coaching.</p> <p>I currently bill out at \$100/hour (with \$25 minimum charge) +hst</p> <p>You can find a current list of our topics I specialize in on our website... www.awebthatworks.com/internet-marketing-training</p> <p>If you don't see what you're looking for please ask as I am always developing new curriculum.</p>	<p>I also provide group training events which are posted on our website at www.AWEbthatWORKS.com/events</p> <p>Please subscribe here... http://www.AWEbthatWORKS.com/subscribe to be notified email notification when an event is added, along with internet marketing tips, tricks and news you need to know.</p> <p>I am looking to grow my public speaking practice and would appreciate your referrals. Who do you know that requires coaching or hires professional speakers for keynote sessions and workshops and seminars? I'd appreciate an introduction and ALWAYS try to return the favour!</p>