CLIENT INPUT BRIEF

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| --- | --- |
| Organization: | Company Name |
| Project: | Name of Project / Campaign / Engagement |
| Date: | Month DD, 20YY |

the ASK

What do you need us to do?

Try to communicate what prompted this need? Why now? How does this support the business?

What is the timing?

Please provide desired timing timing for this request. NOTE: saying ASAP is not as helpful as “We have been missing out on sales because of this gap, so there is a sense of urgency around fixing this.”

How will success be measured?

List any KPIs or other metrics as well as desired outcomes you’re hoping this initiative will achieve.

What value do you put on this effort?

Please provide any direction you have on the desired investment or level of effort for this request.

The AUDIENCE

Who is the main audience for this effort?

Try to paint a picture of the core audience so we understand what makes them tick and potentially how this initiative will help solve a need.

Additional Background

What else should we be aware of?

Provide any insights on past successes, failures, competitive considerations, ideas to avoid, etc.