# Project Title

# Overview

*(Project information, objectives, goals – What are we creating?)*

# Deliverables Needed

*(Copy, printed materials, blog posts, email/direct mail, etc? How much copy is appropriate for this project?)*

# Primary Audience

*(Who are we talking to, and how will they be using this creative concept? What are the demographic and psychographics of this specific audience? What do they like, what do they hate?)*

# Tone and Voice

*(What is the most effective tone to properly represent your brand? Funny and light, or more formal? Instructional or informative? What does your target audience believe about your brand? Is there any particular emotion that we should tap into to make this creative as effective as possible?)*

# Messaging: Features, Benefits, and Value

*(What is the number one reason to choose your brand? What are your clients telling you they love/hate about this product? Why is your product better than your competition?)*

# Call to Action

*(What specifically do you want the audience to do as a result of this copy? Sign up for a newsletter, purchase your product, become a fan/follower in Social Media, etc)*

# Budget and Schedule

*(What is the timeline for this project? When is the final creative required?)*

# Process

*(Who will sign off on this project, and if different, who will be the communications person)*

# Project Mandatories

(*What specific features must be included in the copy? ie: URL, email address, phone number, professional designations, best before date, disclaimer, etc)*

# Additional Information

*(Any unique specifications important to crafting the right message?)*