



## THE BRIEF

Thank you for contacting Web and Print Hub. Please complete this project brief so I can understand how best to work with you to achieve your goals.

If you are unsure how to answer a question leave it blank and we'll discuss it in more detail at a later date. Please email your brief to [jules@webandprinthub.com.au](mailto:jules@webandprinthub.com.au)

Your Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

What services are you interested in? (Please tick all that apply)

- Small Business Start-up
- Graphic Design
- Website Design
- Powtoon
- Social Media Strategies
- eLearning / Interactive Training
- All Services

## Overall Picture:

What is happening in your business right now and what are your dreams and schemes?

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### Project Description:

What do you need me to do for you? For example, do you want to rebrand your business or target a new market or highlight a specific product or campaign? Can you provide a list of all that you do?

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### Purpose:

What are your immediate and long-term priorities? For example, do you need to increase interest in a current service or to market a new product / business?

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### Target Audience:

Who do you need to reach? Paint me a picture describing your audience (s) and what is important to them?

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### Brand Personality:

Describe the 'look and feel' of your brand, or the brand you want to create. What kinds of images and colours tell your story best? Can you provide examples of existing materials and / or style guidelines?

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### Media:

Which media are you using? Print, online, broadcast (radio and television) . How do you distribute your materials? For example: by hand, by email, posted, left behind after a meeting.

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### Competitors:

List your top two or three competitors. What do they offer that you don't?

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### Competitive Advantage:

What gives your business the edge over its competitors? How would you summarise your edge?  
What do your clients say about you?

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### Your Inspiration:

Provide links to /or examples of work you love.

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### Timeline:

What is your timeline for this project? \_\_\_\_\_

### Budget:

What is your budget?

\$500 - \$2,000

\$2,000 - \$5,000

\$5,000 - \$10,000

\$10,000 +