



Your Personal Brief

Client:

Project:

Date:

Your personal brief will cover some basic questions and information this will be key to our first consultation. Don't worry too much if you aren't sure what to fill in we can always help.

History

Here you can tell us a bit more about your business, e.g. history, research, marketing...

Requirements

Tell us what you feel is important to your project?

Who's your target market?

Tell us more about your customers or potential customers e.g. age, gender.

Main Competitors

Your motivation beliefs?

We want to make sure we communicate your business as successful as possible to your customers.

Mandatory Information

Please add key information about your brand, whether it's key information on your products such as ingredients and/ or terms and conditions

Deadline

Tell us when you expect the project to be finished by?

Budget

Do you have a budget for this project?