A picture containing drawing

Description automatically generated

Thank you for taking the time to complete my creative brief document. It’s a great way for me to get to know your business, understand your audience and review your goals.

**Your Information**

Contact Name: xxxxx

Business Name: xxxxx

Business Tagline (optional): xxxxx

Existing website URL (optional): xxxx

Please email your existing logo (EPS file) or brand guidelines to [hello@emmapaul.com.au](mailto:hello@emmapaul.com.au)

About your business

***Introduction*Please provide a few paragraphs of information about your business.**   
E.g. products / services, brief history, size of business, your hero product or service etc.  
xxxx

**Please list 4 words that describe your business - tone, culture and values.**E.g. Corporate, creative, conservative, youthful, fun, quirky etc   
xxxx

***Target Audience*Who is the intended audience of your product / service?**Details of demographic E.g. age, income level, gender, geographic location etc

Xxxx

**Imagine your ideal customer – Who are they, what personality traits do they have?**E.g. 45yrs female, only buys clothes online, time poor etc

***Competitors*Who are your competitors either online or offline?**Please also provide their URL where possible xxxx

***Point of Difference*What are the main reasons a customer will choose your product/service over a competitor?**Xxxx

***Visibility***

How do people currently find your business/product?

Xxxx

Your new website

**What do you hope to achieve with your new website? Please list any goals / objectives**E.g. showcase a product / service, make an on-the-spot booking, purchase something, increase newsletter subscribers etc   
Xxxx  
 **What is the main *Call To Action* for the home page?**For example, when a user visits your website home page, what action do you want to them to take next? E.g. Sign up for an account, View a full list of products, Make a booking etc  
Xxxx

**What content would you like on your home page?**Xxxx

**Are there any websites you like that are similar to the look and feel you would like to create? Please list up to 5 URL’s and the things you like about each of them.**

Xxxx

**Suggestions / ideas you have for your new website.**xxxx

**What colours / colour schemes do you like? (if different from logo)**xxxx

**Are there any colours / concepts to avoid?**

Xxxx

**Do you have a specific launch date/period in mind?**Xxxx  
  
**Please add any further detail or instruction here:**xxxx

Your current website (if applicable)

**What do you *like* about your current website? What works well?**xxxx

**What do you *dislike* about your current website? Is there a single thing you dislike the most?**xxxx

**Is there anything you hoped the website would achieve but didn’t?**Xxxx

Search Engine Visibility

**Search terms**Please provide up to 10 search terms/phrases that you think people might type into Google, when looking for a business like yours e.g wedding singer in sydney

Xxxx

Sometimes a picture is worth 1000 words.

Please add any images that I should use for reference/inspiration/to help illustrate what you have in mind.

Your new Logo (if applicable)

**Please tell me your ideas for your new logo:**

Xxxx

**What feeling or message should your new logo convey?**  
xxxx

**What is your intended use for the logo?**

E.g. website, brochures, food packaging, clothing labels etc

xxxx

**Please supply images / URLs of any logos that are similar in style to what you have in mind, along with some text about why you like them:**

Please add images and/or URLs here

**Are there any fonts/typographies that you like? Please provide images or links.**

Xxxx

**What colours / colour schemes do you like?**

Xxxx

**Are there any concepts/styles to avoid?**

Xxxx

**Please add any further detail/instruction here:**

xxxx