

# Before you begin...

You should start with self-reflection.

1. Does your team have time for this project?
2. Have any of the stakeholders planned holidays that might get in a way?
3. Are you 100% sure that you can commit resources to the project?

If that's affirmative, then we're good to go.

## Rules

Here are the rules you should follow.

1. **One brief means one project.** I'm sure there is a lot you want to do. But let's take one step at a time. I promise there will be more opportunities in the future. For now, focus is your ally.
2. **Please don't prescribe the solution.** Let the agency be the experts. You shoot yourself in the foot if you tell the agency how to do the job. You limit their creativity. You come across as bossy. That's bad bad not good.
3. **Include the high level objectives**, for example, commercial and marketing objectives. Explain why you are doing this. Write why it's a good time to do this now and not wait another 6 months. Why now and not 6 months ago?
4. Using your business objectives, **agree on how you will assess the agency's contribution.** Put the initial evaluation criteria in place. Metrics that tell everyone if our teams are doing the right job. These will prevent costly confusion and mistakes.

5. It's business so don't play hide and seek with your agency. Set expectations from the get go. **Tell us the budget and deadlines** that we need to keep in mind.

## Contents recommendations

One more thing before you dive into the template.

1. Like a well-written CV, **keep it down to 1 page**. If you consider my advice from before, you will do just fine.
2. **Use simple words**. The agency you talk to might not understand your industry's jargon or internal lingo. I'm looking at you, solicitors.
3. When you think you are done writing the brief, **rewrite**. Trim unnecessary details, words, and phrases. Short and sweet is what we like.
4. **Brief the brief - verbally**. If you send it only via email, you waste an opportunity to inspire the agency, bounce ideas, and make it better.
5. **Involve your agency early in the process**. A good brief isn't a baton that you just pass along and forget. Work on it together.

Alright, ready?

# Web design brief

*Insert a brief introduction here. State the facts about our business. Who are you?*

*What do you do? Keep it simple. We know our way around social media to learn more about you in our spare time. No need to tell us everything.*

## **Why are we doing this project?**

*Tell us why you even want to do this. What stops you from leaving things as they are?*

*Zoom out. How does this project benefit your business? The bigger context the better.*

*There are many ways to bake a cake. We will make tons of micro decisions on the way without bothering you, but as long as we know the goal, then we will make the right decisions.*

## **Why do we do this project now?**

*Why have you waited so long? What has changed that this has become the priority?*

*Would it be OK to keep an eye on it for another 6 months? If not, why?*

## **How will we measure the success of the project?**

*We need qualitative and quantitative metrics to measure the success of the project.*

*What yardstick could we use here? Conversion rate, time savings, customer feedback...*

## **Our budget and deadlines.**

*Enter the range of budget that is agreeable to you. It's important to state this. You will put agencies in a better position to assess if they can help you. Also, insert any deadlines that we should keep in mind.*

*If there's anything else you want to say, drop it here.*