Creative Brief  
  
Please complete as many questions as possible. It’s a great way for me to get to know your business, your intended audience and business goals.

**Your Information**

Contact Name: xxxxx

Business Name: xxxxx

Business Tagline (if relevant): xxxxx

Do you have an existing logo or brand guidelines? If yes, please email to [hello@emmapaul.com.au](mailto:hello@emmapaul.com.au). EPS preferred, or high res JPG.

Do you have an existing website? If Yes, the URL is: xxxx

*As a guide:*

* Your website will be fully Responsive (mobile friendly) and hand crafted just for you.
* All websites come with a WordPress Content Management System (CMS). Because WordPress is awesome, and fully supported by the online community.
* Websites are built to be compatible with all major modern web browsers (IE10+). Testing for older browsers is possible at an additional cost.
* Each new website comes with the option of an in person/phone training session (location dependent!) Or some simple/printable text based instructions.
* We’ll work together on your designs concepts, and tweak them until they’re just right. I don't like clients to feel limited by a restricted number of revisions (within reason of course).
* All my work is bound by the following [Terms and Conditions](http://www.emmapaul.com.au/terms-and-conditions)

About Your Business

***Introduction***

**Please provide a few paragraphs of background information about your business.**   
E.g. products / services, brief history, size of business, target market etc.

xxxx

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

***Target Audience***

**Who is the intended Audience of your product / service?**E.g. Specific business sectors, age brackets, gender, locations etc

xxxx

***Competitors***

**Who are your competitors either online or offline?**Please provide URLs to where possible

xxxx

***Point of Difference***

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

xxxx

Your New Website

**What do you hope to achieve through your new website? Please list any goals / objectives you have.**  
E.g. showcase product / service, have people phone you about a service, increase newsletter subscribers etc

Xxxx

**What content should be available on your home page?**

Xxxx

**What is the main Call To Action for the home page?**For example, a users visits your website home page. What are the top two or three things you want to prompt the user to do next? Call your office? Sign up for an account? View your products? etc

Xxxx

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

Xxxx

**Please provide any 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/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

Old Sometimes a picture is worth 1000 words.

If that's the case, please paste any images below that I should use for inspiration / to help illustrate what you have in mind.