

Client Brief: [Insert Title of Item]

Thank you for taking time to provide some guidelines on your preferences for tackling the project. This document should take you no longer than 20 minutes to complete.

What is a Brief?

A brief helps to start us off in the right direction. It also helps minimise the amount of follow-up reviews and amendments.

We conduct two rounds of amendments as set out in Sensei's Terms and Conditions that your employer signed.

A brief is a short document that sets out:

- What you need in the item
- Who will read it and what they most want/need to know about the topic
- Some key points to address
- A call to action (CTA)

In this document, we use an example of a recruitment company for bakers to help prompt your thinking.

Please fill the form as far as you can. If there are some aspects you are unsure of, just email us for help (<https://sensei.ie/what-does-serp-stand-for/>). Where the question is irrelevant, write "n/a".

Can't You Just Take a Topic and Write About It?

Of course. But then it would be our topic and angle, for our audience, and in our voice. We need to work together to write something that gives *your* angle, writes for *your* audience and is in *your* voice.

Contact Details

Who should we contact if we have questions during the creation of the item? List the details only if you have not already supplied them.

Name	
Availability	
Email	
Tel	

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Deadlines

Enter two dates in dd/mm/yy format, if you have not already supplied them.

Draft 1 deadline	Publication deadline

Project Details

Describe what you need and how it fits into an overall project, if there is one.

E.g., "I'm launching a new recruitment business for real bread-making bakers, businesses and related professionals based in Europe & Africa in March next year. We need to get the new website copy ready for the launch."

Where will the copy be published/used?

E.g., Website page, comparison page, keyword landing page, blog post, case study, white paper, email newsletter) internal document, PDF, posted, flyer, handout, or something else.

What do you want the copy to do/achieve? What results do you expect?

E.g., "I want real bread-making companies, catering companies and fancy hotels to contact (phone/email) us for help with acquiring professional read bread-making professionals. I also want professionals to come to use to sign up for tailored job role email alerts."

Audience

If you have already sent us an Audience/Customer/[Buyer Persona](#) document, then you can skip this section.

Who is your current or ideal audience?

- Be as descriptive as possible. This helps us to incorporate relevant examples and empathy into the content, so the target audience can see that you're experienced working with people just like them.
- It is insufficient to say anything like the following: "People who want to buy our product", "Tech recruiters", "Small companies in the US", or "System administrators".

E.g., "Real bread professionals who read about it on Twitter/Instagram; exclusive café and restaurant reviewers who appear in Code Nast Traveller's Eating and Drinking pages; and the readership of these four, specialist bread-making trade magazines."

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SEO

Do you have SEO research already done for this topic or do you need to do research and/or implement the SEO?

Remember that [SEO](#) research should be conducted **first**, before deciding on the emphasis, angle and content around the topic. You need to know *whether* and *how* people are searching for something, before coming up with topics for pages and posts.

If research is already done, enter the keywords and secondary keywords or other details and (UberSuggest/HubSpot/Clearscope) link here, so that we can implement it. Add (links to) any further instructions.

If the research is not already done, state here whether you would like us to do it, and/or implement it into the content. If you have any ideas/thoughts on SEO, add them here.

Content

What should the content include (key points/headings only)? Even a few bullet points are helpful.

- What is the main topic?
- What are some related topics we should research and include?
- Are there any innovations, big news items, legislation, industry developments, controversies, or scandals we should address?
- Are there any common objections/fears we should address?

What are the key marketing messages you'd like to include?

- While the item we are writing for you may not be about these messages specifically (in the case of blog posts, for example), we can include them in a subtle way.

E.g., "sourdough starter", "non-GM flour", "experience", "Europe", and "Africa"

E.g., "We want to retain the idea of an open source community, even though we're also now targeting enterprises."

E.g., "We want to convey that we operate chiefly within the state, with smallish businesses that have 0-100 workstations."

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<p>What distinguishes you from all other similar businesses/organisations? What are your USPs?</p> <p>E.g., “We use highly experienced staff, no young people under the age of 30, nor anyone with less than 8 years’ experience.”</p>
<p>What single point must the copy get across?</p> <p>E.g., “Providing seasoned artisans to companies” and “career help for professionals over 45”</p>
<p>What is the CTA (call to action)?</p> <p>E.g., “Ring us or email us and let us handle their people resource needs.” or “Can’t get a position that is suitable for your considerable qualification and ears of experience? Get in touch for help with your job search.”</p>
<p>Do you have straplines/slogans/catch-phrases that must be included?</p> <p>This may be in your Brand Guidelines document. If you have one, please email it to us.</p>
<p>Do you have images, embeds or other media you want to include?</p> <p>Share the link or code, or email them to hello@sensei.ie.</p>
<p>What is the total word count?</p> <p>Please note, this will usually be set down in the Proposal your employer was sent by us.</p> <p>1500</p>

Tone of Voice

<p>Tick the single Tone of Voice that is relevant for your business. If you have already sent us an Audience/Customer/Buyer Persona document, then you can skip this section.</p>	
Authoritative, reassuring – yet approachable	
Relaxed, warm and friendly – yet professional and informative	
Flippant, light-hearted, irreverent – but we know our stuff	

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Guides

Indicate whether you have any **Style Guides, Tone of Voice Guides, Naming Conventions, Branding Guidelines**. If 'Yes', link them here or email them to us. If 'No', please add in any crucial items.

E.g., "The company must always be referred to as 'Wile E Coyote Inc' (never 'Wile E. Coyote Ltd', 'Wile E.' or 'WEC') the first time it is mentioned. After that, use 'Wile E. Coyote'."

E.g., We prefer the term 'concierge' over 'server' in our job description, because it conveys an aspirational level of service above a basic standard.

Please note, if you do not already have this basic marketing documentation, we can help you create it. It is important to help ensure a consistent brand tone of voice across your marketing and other collateral.

Yes	No

Rewrite

If this is a rewrite/merge of something you already have published, share the link(s) here.

Please feel free to email us anything relevant for this section.

Links

Examples

Are there any other websites or links to examples, showing what you like or don't like?

Please feel free to email us anything relevant for this section.

Examples I like and why:

Examples I dislike and why:

Anything else?

If you have any further information, please add it here or email it to us.

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